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EFFECTIVENESS OF THE CANADIAN CARPET INSTITUTE'S CLASSIFICATION LABEL AS AN INFORMATION SOURCE FOR CARPET BUYERS

by

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A THESIS

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To Arthur

Abstract

Effectiveness of the Canadian Carpet Institute's Classification Label As An Information Source for Carpet Buyers

by

Linda E. Hartman, Master of Science

University of Alberta, 1982

Professor: Dr. Elizabeth M. Crown

Faculty of Home Economics

Division: Clothing and Textiles

The purpose of this study was to determine the extent and type of pre-purchase search behavior of carpet consumers, and the effect of this behavior on initial post-purchase expectations of and satisfaction with the carpet. Specific focus was on consumer awareness, understanding and use of the Canadian Carpet Institute's (CCI) carpet classification label and pamphlet.

The Engel-Blackwell-Kollat (1978) consumer behavior model was the conceptual framework for the study. The population for the study was comprised of consumers who had recently purchased carpet. A sample of these consumers was obtained through the co-operation of Edmonton carpet retailers. A total of 109 respondents participated in an initial telephone interview and completion of a questionnaire. The data was statistically analyzed with the following tests: One-way analysis of variance, Chi square, T-test and Pearson's product-moment correlation coefficient.

The findings indicated the two product attributes color and price were the most frequently sought after features. The respondents conducted a relatively limited search considering the perceived risk involved with the purchase. They scored a higher level of satisfaction with a less extensive store search. The type of search was characterized by a variety of information sources being consulted with the carpet salesperson ranking as the primary source.

Demographic and lifestyle characteristics and respondents' experience with carpet had little meaningful effect on the respondents' awareness and use of the CCI label and/or pamphlet. However, retailer attitude significantly affected their awareness of the CCI label. Support by the retailer for the CCI labelling program increased the respondents' awareness and understanding of it. Those respondents who were aware of the CCI pamphlet scored higher in initial post-purchase satisfaction than those who did not.

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Deepest appreciation is expressed to Dr. Betty Crown, thesis supervisor, for her patience, guidance and high standards. Appreciation is also expressed to the other members of the committee: Mrs. Elizabeth Richards and Dr. James Dunn.

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CHAPTER I

INTRODUCTION

Technology, combined with mass production, mass advertising and mass retailing have brought the consumer numerous benefits and an increasingly higher standard of living. At the same time these developments have increased the complexity in making intelligent purchase decisions. New technology has led to the discovery of new products, particularly in the textile industry. We no longer have only the basic natural fibers such as cotton, wool, silk and linen; rather, consumers are now offered a multiplicity of synthetic fibers that are used alone or in combination with natural fibers. Along with the introduction of the new fibers have come new finishes and new constructions. The consumer is now provided with many beneficial properties such as ease of care, anti-static finishes, increased durability and improved performance/appearance retention to name only a few applicable to the carpet industry.

With the introduction of numerous new fibers and finishes it is virtually impossible for the average consumer to be well informed about all textiles and their performance properties. Many consumers feel overwhelmed in their effort to make a wise choice. Such is the case in the selection and purchase of carpet.

In June 1969 the Consumers Association of Canada, recognizing the increasing need for product information, passed a resolution calling upon the Federal Department of Industry, Trade and Commerce to: "Provide for a Standards Council, one of the tasks of said Council to be the establishment of performance standards for carpets and rugs through cooperative work with the manufacturers" and that the Department of Consumer and Corporate Affairs "require that such performance standards be listed on attached identifying tags to inform the consumer of fibre content and performance standards" (Edwards, 1980). In 1971 the Canadian Carpet Institute, the Canadian Government Specifications Board and the Federal Department of Consumer and Corporate Affairs proceeded to survey the carpet constructions, the classification or grading schemes used elsewhere in the world, and basic criteria for rating carpets of various fibers and types according to expected performance with regard to appearance retention.

By April 1979 the Canadian Carpet Institute with the support of the Department of Consumer and Corporate Affairs developed and implemented a performance rating label to be attached to the carpet samples. The purpose of the Classification Label (Appendix A) was to advise consumers at the point of purchase of a carpet's expected ability to retain its appearance compared to other carpets. A pamphlet (Appendix B) entitled "Shopping For Carpet?. . . The Classification Label Can Help You" accompanied the label. The pamphlet was designed to provide additional guidance, assisting the consumer in selecting the appropriate carpet classification for each room in the home considering the family's size, habits and traffic patterns. Three appearance retention classes - Light, Medium and Plus - were established for carpets meeting performance criteria developed by a panel of industry experts. Classification panels comprised of representatives from major retailers, distributors, manufacturers and a research and testing organization were given the responsibility of classifying submitted carpets according to the specified criteria. A testing organization was appointed by the Institute to monitor production and labelling compliance (Edwards, 1980).

Statement of the Problem

This study was designed as Phase I of a two phase study to evaluate the effectiveness of the Canadian Carpet Institute's (hereinafter referred to as CCI) classification label. The label was introduced by the Canadian Carpet Institute in April 1979 as an information source to aid consumers in the selection and purchase of carpet.

The main purpose of Phase I was to determine the extent and type of consumer's pre-purchase search behavior when purchasing carpet; and specifically to study consumer awareness, understanding, and use of the CCI label and pamphlet. Phase II will be devoted to attempting to determine if a relationship exists between the use of information sources as part of the purchase decision and post-purchase satisfaction. Of particular concern is the incidence of problems related to inappropriate selection and placement of a carpet.

Justification

Consumer behavior theory suggests that use of product information when evaluating alternatives should aid the consumer in making a wise choice, thus reducing post-purchase dissatisfaction. Thus any program to provide information about expected performance of various carpet alternatives should reduce dissatisfaction due to inappropriate selection and placement. Whether this outcome will be realized depends, however, on several factors related to consumers' awareness, understanding and use of the program.

Sproles, Geistfeld and Badenhop (1980) stated ". . . that perfectly efficient consumers are defined as those individuals who successfully identify the relative abilities of a set of alternative choices to provide utility or satisfaction". Arbaugh (1974) stated that more effort should be placed on consumer awareness of the information and the benefits that can be derived from consulting the information.

Anderson's (1977) findings

> . . . show that consumer welfare in terms of choices made and feelings of satisfaction, is influenced by the type and extent of earlier search behavior. The question then arising as a result of this determination is that researchers should determine what type of search behavior leads to improvements in the quality of the ultimate purchase decision?

Researchers need to examine consumer buying habits and determine if informative labels are a vi[illegible] means of improving the consumer information problem.

Horne (1980) concluded that Alberta consumers relied on their own experience and consumer-oriented information sources to obtain information on the quality of blankets and draperies, and on salespeople (marketer-dominated) and consumer-oriented sources for such information on upholstery. Only 50 percent or fewer of the consumers surveyed relied on labels for information on fiber content and cleaning for the three products. She suggested that the results possibly reflect a problem with the consumer's ability to interpret the labels.

Sproles, Geistfeld and Badenhop (1978) asked ". . . how do governmental regulations of clothing and textiles affect consumer satisfaction? To what extent is federal regulation more effective than self-regulation by industry in providing ultimately for consumer satisfaction." Thorelli (1972) questioned the adequacy of information relations between marketers and consumers and outlined rationale for the provision of consumer information. Marketers were charged with being unable or unwilling to provide consumers with information that would permit them to make a reasonable purchase decision.

Anderson (1977) reported an earlier attempt by Consumer and Corporate Affairs Canada to put pressure on the manufacturers of durable goods, such as furniture and carpeting, to provide voluntarily an informative label on their products. The purpose of the label was to give the consumer product information that would allow them to choose the product possessing the characteristics they were looking for. Industry and consumer committees were established to recommend the information and format of the informative labelling. However, no regard was given to such important consumer issues as ". . . studying how consumers go about shopping for information; what kinds of shopping information they would find relevant; and what effects, if any, such information would have on their purchase behavior when communicated via an informative label" (Anderson, 1977). Formal investigation of such related consumer behavior matters could supply the government with a more complete picture of consumer buying habits and would make it easier to determine if, in fact, the informative labels are a viable solution to the consumers' information problems.

In a study of consumer satisfaction and complaining behavior among Canadian consumers, Ash (1980) reported that for housing and home furnishings, the reason given most often for dissatisfaction was that the quality of materials was inferior. Experience with carpeting problems analyzed by the University of Alberta's Textile Analysis Service suggests, however, that complaints about quality often result from inappropriate selection and placement of carpet (eg. carpeting suitable only for light or medium traffic areas is used in high traffic areas).

In a study of information seeking among purchasers, Anderson (1977) found only weak evidence that carpet buyers who are active information seekers are likely to be most concerned with information about the content, performance and care of carpets. Results of an informative labelling experiment led Anderson to conclude that, although the presence of wear information on carpet labels leads to several more favourable purchasing circumstances, there can be too much information on the label to achieve optimal results. He found that ". . . the positive effects of an apparently salient item of label disclosure . . . tend to be depreciated when an additional item of relatively extraneous information . . . is added to the label". Anderson further suggested that

> . . . the mere existence of an information scheme or disclosure cannot in itself be presumed to be a sufficient basis for the success of the program. Rather an accompanying educational program appears necessary to ensure that consumers attend to, use, and benefit from the program.

The findings of the above cited studies by Anderson and Horne point out the importance of information, other than the label, at the point of purchase. Thus, this study focused on the whole CCI program including the information brochure, and also attempted to determine the effect of the attitudes of salespersonnel of the cooperating retail establishments.

Sproles, Geistfeld and Badenhop (1978) concluded that several implications for producers and marketers were emerging. The most important of these was the societal need for voluntary industry-wide testing and consumer information programs. Also, marketers realized the importance of specific product characteristics as a competitive selling tool.

McCullough and Besh (1980) stated that by permitting policy makers to evaluate existing alternative labelling programs with regard to preference of individual consumer groups it is possible to identify negative as well as positive aspects of labelling alternatives. In some instances it may be desirable to specify different labelling requirements based upon differences in product usage in different consumer segments of the market.

Referring to CCI classification label for carpet, Edwards (1980) suggested that it

> . . . must be monitored to ensure maximum understanding and utilization of it. A review of consumer awareness and use of the program at regular intervals with a view to improving its value to all concerned and the positive and negative feedback from the industry will ensure a proper evolution of the program.

Wilkie (1976) recognized the need for public agencies to evaluate the impact of such programs on consumers and at the same time utilize the results to revise or design future programs.

The CCI classification label is an example of voluntary provision of information on the part of one manufacturing sector. This example might well be followed by other sectors especially those related to home furnishings. If successful, such voluntary schemes might negate the demand for government regulation with respect to labelling of those products.

It was hoped this study would shed some light on the effectiveness of the voluntary scheme, and suggest ways in which the program could be made more effective if necessary. In addition to such practical implications, the findings would add to the empirical body of knowledge with respect to relationships between consumer information and satisfaction, thus contributing to the further development of consumer behavior theory.

Objectives

The specific objectives for the study follow:

1. To determine the stated importance of performance/appearance retention as an evaluative criterion in purchasing carpet.

2. To determine the extent and type of pre-purchase search behavior when purchasing carpet; and more specifically, (a) to investigate the consumer's pre-purchase awareness and understanding of the CCI classification label and pamphlet; (b) to determine the extent of use of the CCI label and pamphlet as information sources when purchasing carpet, the credibility attached to these sources, and their perceived usefulness; and (c) to determine the perceived adequacy of the information provided on the label when used alone, in conjunction with the pamphlet and/or in conjunction with other information sources.

3. To determine the effect on consumer awareness, understanding and use of CCI label of: (a) demographic variables; (b) lifestyle variables; (c) experience in purchasing carpet; and (d) retailer attitude toward the labelling program.

4. (a) To determine if a relationship exists between extent and type of pre-purchase search behavior and initial satisfaction with carpet performance; and more specifically, (b) to determine if a relationship exists between awareness, understanding and use of the CCI label and pamphlet and initial expectations of and satisfaction with carpet performance.

Null Hypotheses

A number of null hypotheses have been formulated and will be tested to meet objectives three and four.

1. No significant association exists between initial post-purchase satisfaction and
    - a. extent of pre-purchase search behavior
    - b. type of pre-purchase search behavior
2. No significant association exists between initial post-purchase expectations and
    - a. consumer awareness of the CCI label and pamphlet
    - b. consumer understanding of the CCI label and pamphlet
    - c. consumer use of the CCI label and pamphlet.
3. No significant association exists between initial post-purchase satisfaction and
    - a. consumer awareness of the CCI label and pamphlet
    - b. consumer understanding of the CCI label and pamphlet
    - c. consumer use of the CCI label and pamphlet.
4. a. No significant association exists between awareness of the CCI label and pamphlet and the respondents':
    - (i) sex
    - (ii) age
    - (iii) education
    - (iv) occupation
    - (v) income.

b. No significant association exists between understanding of the CCI label and pamphlet and the respondents':

(i) sex
(ii) age
(iii) education
(iv) occupation
(v) income.

c. No significant association exists between use of the CCI label and pamphlet and the respondents':

(i) sex
(ii) age
(iii) education
(iv) occupation
(v) income.

5. No significant association exists between lifestyle and

a. consumer awareness of the CCI label and pamphlet
b. consumer understanding of the CCI label and pamphlet
c. consumer use of the CCI label and pamphlet.

6. No significant association exists between consumer experience and

a. consumer awareness of the CCI label and pamphlet
b. consumer understanding of the CCI label and pamphlet
c. consumer use of the CCI label and pamphlet.

7. No significant association exists between retailer attitude and

a. consumer awareness of the CCI label and pamphlet
b. consumer understanding of the CCI label and pamphlet
c. consumer use of the CCI label and pamphlet.

Definitions

1. Stated importance of performance - (Carpet performance for the purposes of this research will be defined as durability and appearance retention. This terminology was assigned by the researcher based on consumer responses obtained from the pretest whereby performance of the carpet was most frequently referred to as durability/wearability, and, the ability of the carpet to maintain its original appearance.) The stated importance of performance will be defined as the relative salience of such features (ie. durability and appearance retention) to the consumer when making the purchase decision. Operationally derived from responses to items 1a and b in Appendix H.

2. Extent of pre-purchase search behavior - the degree to which a consumer examines or investigates the carpet alternatives currently available in the marketplace. The extent of pre-purchase search behavior can be subdivided into four measures (adapted from Anderson, 1977):

a. Pre-Purchase Period - the length of time in weeks the consumer looks for carpeting prior to the actual purchase. Operationally defined as the response to item 2a in Appendix H.

b. Number of Stores Visited - operationally defined as the responses indicated in item 2b in Appendix H.

c. Total Number of Stores Visits - operationally defined as the responses indicated in item 2b in Appendix H.

d. Other Carpets Considered - a comparison of product alternatives, specifically the number of alternatives considered as indicated in response to item 2c in Appendix H.

In addition to the above four measures extent of search was operationally defined by a composite index obtained by summing (a) pre-purchase period, (b) number of stores visited, (c) total number of store visits, and (d) other carpets considered.

3. Type of pre-purchase search behavior - the different classifications of information sources consulted by the consumer during the pre-purchase search period. Operationally defined as (a) the respondent's reported use of source(s) listed in item 3a in Appendix H; (b) the helpfulness and usefulness of these sources in making the purchase decision as reported by the respondents in items 3a and 3b respectively in Appendix H.

4. Pre-purchase awareness - the level of consciousness on the part of the consumer about the existence of the CCI label and/or pamphlet during the period preceding the actual purchase. Operationally defined by responses given by items 6.3 and 14 in Appendix H.

5. Pre-purchase understanding - the level of the consumer's comprehension of the information appearing on the CCI label and/or pamphlet during the period preceding the actual purchase. Operationally defined as responses to items 8 and 9 in Appendix H.

6. Extent of use - the degree to which the consumer employs the CCI label and/or pamphlet as an information source during the consumer decision-making process. Operationally defined as the responses to items 11 and 16 in Appendix H.

7. Credibility - the degree to which a consumer considers reliable the information given on the CCI label and/or pamphlet. Operationally defined as the response given to item 17 in Appendix H.

8. Perceived usefulness - an impression on the part of the consumer towards the beneficial use of the CCI label alone or in conjunction with the pamphlet and/or in conjunction with other information sources. Operationally derived from the responses to items 10 and 15 in Appendix H.

9. Perceived adequacy - an impression on the part of the consumer about the sufficiency of the information provided on the CCI label alone or in conjunction with the pamphlet and/or in conjunction with other information sources. Operationally defined as a score derived from responses to items 12 and 13 in Appendix H.

10. Initial expectations - anticipated performance of the carpet based on familiarity with the product, previous experience, or on preconditioned set (Schiffman and Kanuk, 1978). Operationally defined

by the responses to items 3 and 4 in Appendix F and item 19 in Appendix H.

11. Initial satisfaction - fulfilment of consumer's perceived expectations regarding evaluative criteria used in carpet selection. Period of time considered here is within the first two weeks of installation of the carpet. Operationally defined by responses to items 20, 21 and 22 in Appendix H and by a composite index obtained by averaging (a) satisfaction with carpet, (b) assurance of having made the best choice and, (c) meeting the expectations.

12. Demographic variables - characteristics of the human population obtained through a statistical study that are frequently used in the analysis of consumer behavior (Wells, 1974) and as a basis for identifying smaller subgroups in our society with their differing consumption needs and choices (Schiffman and Kanuk, 1978). Demographic and socioeconomic characteristics are operationally measured in items 24 to 32 in Appendix H. These variables are self-explanatory except for occupation which will be categorized according to Pineo, Porter and McRoberts (1977).

13. Lifestyle variables - terms used in the study to refer to a variety of activities, interests and opinions (AIO) (Wells, 1974) which are related to the topics under investigation namely consumer awareness, understanding and use of the CCI label and/or pamphlet, and AIO that pertain to the selection and purchase of carpet. Lifestyle characteristics are operationally measured in item 23 in Appendix H. They are labelled: opinion leader, price conscious, homebody,

self-confident, fashion conscious, information seeker, compulsive housekeeper, dislikes housekeeping.

14. Experience - the sum or cumulative effect of the consumer's past purchases, previous knowledge and satisfaction with previous carpet purchases and/or use. Operationally defined by the responses given for items 5a to e in Appendix H.

15. Retailer attitude - the tendency of the retailer to perceive and act in a favourable or unfavourable manner with regard to the CCI labelling program. Operationally defined by the score assigned by the researcher based on responses to all items in Appendix D.

CHAPTER II

REVIEW OF THE LITERATURE

This study focused on the extent and type of pre-purchase search behavior a consumer engaged in when shopping for carpet. The search for information and evaluation of it are regarded as major parts of the consumer decision-making process. Individuals may differ not only in the amount of search, but in the kind and number of sources consulted as well as the type of information desired.

The consumer is an information processing system. This process involves the sequences of mental activities employed in a consumption context (Wilkie and Farris, 1976). Information is received; processed in the control center; something is put out or a decision is made; the attitude is changed and a fact or impression is added to memory. Information can be stored in two places: (1) the short term memory (STM) considered to be the active processing center for consumer information processing; or (2) the long term memory (LTM) where fact and impressions are stored. This information is accessible to provide information to the consumers. Information can move back and forth between STM and LTM. As external stimulus is perceived in the STM it moves further into the LTM in search for the appropriate context and set of guidelines for dealing with new cues. Information received in the LTM can range from purchase intention to attitude change, to adding to an impression already existing for a brand.

The effect of information on a consumer can not be easily forecast. Sometimes the information may add to the learning process, while other times it may add confusion thus making the process more difficult. "The choice of information source is a result of matching information source characteristics with consumer information needs" (Cox, 1967).

The type of information source that a consumer may use is often dictated by the evaluative criteria used during the decision process. With respect to informative labelling Arbaugh (1974) found that the relationship of care as an evaluative criterion in the selection of apparel to other evaluative criterion may be a determining factor in the information needed at the point of purchase. This may be exemplified in this study by the fact that 'performance' as an evaluative criterion in purchasing carpet may be important to some consumers but not necessarily the attribute most desired by the majority of consumers.

Evaluative Criteria as Determinants of Information Use

In a study of product test reports and consumer reports Engledow and Thorelli (1979) found " . . . that consumerism is maturing. Consumers are becoming more conscious of what they need to know about products and more discerning and critical in seeking out the sources which best fit their needs." The quality of information provided may affect the quality of the consumer's decision. This was significant for those characteristics which the consumer considered most relevant to him/her, or for those characteristics which related most directly to the function of the product (Sproles, Geistfeld and Badenhop, 1980).

Sproles, Geistfeld and Badenhop (1980) found objective product quality to be a relevant determinant when evaluating the efficiency of consumer choice when competitive brand/model combinations can be rated relative to one another in a laboratory and/or in actual consumer use tests. Relevant to carpet is the presumption that brands can be comparatively rated based on characteristics appropriate to the product such as durability, performance of intended function, serviceability, safety and economy. These ratings could then serve as the standard in determining an efficient choice. An efficient consumer is one who is able to distinguish between various levels based on available information such that the consumer agrees with the objective assessment of quality. Sproles, Geistfeld and Badenhop (1978) further concluded that a direct and realistic measure of efficiency is the consumers' ability to rank products by their level of quality and make a purchase preference using this knowledge.

Information presentation format affects the way consumers acquire and process the information. Two typical acquisition and processing strategies used by consumers are: (1) brand processing whereby the consumer examines one brand at a time investigating several attributes, and (2) attribute processing whereby the consumer looks at a particular attribute and then examines values for each of the several brands on that one attribute (Bettman and Zins, 1979). This second strategy appears to be the way the CCI label has been presented, stressing performance.

Sheluga, Jaccard and Jacoby (1979) found that the overall utility of a particular brand or product is regarded to be some function of the estimated utilities of the attributes that comprise it. A prediction of choice often follows then that other things being equal, the best prediction of which product will be chosen on a given choice occasion is the product alternative having the most positive overall evaluation. Cox (1967) proposed that the consumer will follow a predictable process in utilizing relevant information that best reduces the amount of perceived risk in purchasing the product. Cox feels that the consumer assigns value to information based on the predictive value of an informational cue.

The CCI label focuses on the single attribute or informational cue, performance/appearance retention depending on traffic. This study was designed to evaluate the consumers' ability to categorize this information cue with confidence. It is often found that consumers can not distinguish between good and bad cues with confidence. The informational cue will not do them any good no matter how high its theoretical predictive value, if they cannot relate to it. Cox (1967) considered that consumers had evaluated products on two cues: (1) predictive value, and (2) confidence value, the latter being a measure of how confident they were of categorizing a cue as being either good or bad.

Anderson (1977) during a laboratory experiment focusing on the extent and type of search for the durable product, carpet, found that carpet buyers were concerned with a variety of product features when making their purchase decision. He found that objective features such as content, performance and care dimensions of the product were among those least considered by carpet buyers. The question then arises that if this is the case is the performance rating on the CCI label of any use? Are consumers paying attention to it and if so, is the label then a useful information source? Cox (1967) reported that in Wilding's (1966) study on consumer information and evaluation of carpets, two concepts about consumers were identified: (1) simplifiers, those people who like to hold a simple clear cut set of information and opinions, preferring information on a dimension in which they already have confidence; and (2) clarifiers, those consumers who are able to tolerate ambiguity or more conflicting types of information, most likely preferring information on a dimension in which they have the least confidence. A significant finding of Cox (1967) relevant to this study was that consumers appear more likely to utilize or respond favourably to performance information when performance uncertainty is high.

Anderson's (1977) research indicated that the aesthetic or subjective product attributes are much more salient to carpet buyers than are functional or objective features such as content, performance, and care dimensions of the product. Along the same vein but considering a different product category, was a study done by Hutton and Wilkie (1980) considering the lifecycle costs as a new form of consumer information. Consumers failed to recognize or chose to ignore the significance of energy costs in comparison to the purchase price of an appliance. Consumers had not sought out energy and service related information (objective information) during product evaluation (Dickson and Wilkie, 1979), and instead opted for increasing convenience in product use at the expense of increased price and energy consumption.

The Canadian Carpet Institute has chosen performance as an important objective criteria that cannot be readily determined by the consumer when purchasing carpet. This study investigated the importance of performance as an important evaluative criteria. Anderson (1977), although he found more subjective product attributes were more salient, did conclude that if promoters are going to have objective information on the label it should be the aspects of the carpet's wear performance. Sproles and Geistfelds' (1978) findings which showed consumer dissatisfaction focusing mainly on physical performance failures (ie. in construction, durability and ease of care) seemed to lend support to this proposition. Nichols and Dardis (1973) found that of the dissatisfied carpet consumers fifty percent indicated dissatisfaction with wear and durability, and forty-four percent indicated dissatisfaction with appearance and ease of care.

Further justification for the CCI label to bear performance and durability ratings is to be found in the study by Sproles and Geistfeld (1978) where it was revealed that both durability and performance were quoted the most frequently as the problem bringing about dissatisfaction. Similarly Steinger and Dardis (1971) found that sixty-seven percent of the problems with clothing and home furnishings were associated with durability. Additional support for performance as an evaluative criteria was found in work done by Sproles, Geistfeld and Badenhop (1980) who found that, although both brand name and price are often thought of as surrogate indicators of quality or desirability by some consumers, price and brand were less frequently sought than other apparently significant compositional and performance-oriented characteristics.

Essentially the findings of Anderson's (1977) informative carpet labelling experiment were that a hierarchical ordering of consumer responses to informative labelling exists with the greatest impact occuring at the attitudinal and behavioral levels of effect; however, the effects of wear information appear to be most enduring. Also, the presence of wear information on carpet labels lead to several more favourable or better purchasing circumstances. When purchasing in the presence of labels containing wear rating information consumers were more likely to cite the wear performance features as the highest. They tended to choose more accurately in that their choices included carpets with wear ratings that matched or exceeded the traffic conditions in the end use areas of the home where the carpet was to be used. Justification for this research was to ensure that CCI was providing useful consumer information on an important product attribute in the most effective manner.

Extent and Type of Pre-purchase Search Behavior

It is presumed that if a consumer is unsure about selecting a product he/she will seek information about that product that will help to narrow the choice selection (Anderson, 1977). Cox (1967) proposed that in information seeking the most general proposition is that the amount and nature of perceived risk will define consumer information needs, and consumers will seek out sources, types, and amounts of information that seem most likely to satisfy their particular information needs.

Cluster analysis results indicate that consumers can be classified into three major groups according to the patterns of their search behavior (Kiel and Layton, 1981): (1) low information seekers who visit few dealers, discuss their purchases with few people and make little use of media. They undertake little brand or dealer deliberation and purchase quickly; (2) high information seekers who spend a considerable time deliberating their purchase and employ extensive use of various sources of information deliberating on several brands and dealers; and (3) selective consumers of which there are three types. They include: (i) consumers who undertake high retailer search activity and are low in other areas, (ii) consumers who make extensive use of interpersonal information and have little use for retailers, and (iii) consumers who spend a considerable amount of time in search and decision processing.

Factors Affecting Extent of Pre-purchase Search Behavior for a Durable Product

There are a number of differences in the types and sources of information. These types and sources of information that a consumer examines before purchasing the product are dependent upon several factors such as product factors, situational factors, personal factors, environmental factors, perceived risk and others. An overview of these factors will follow with a further explanation later in this chapter.

Product factors include: (1) the influence of interpurchase time within a product class (Engel-Blackwell-Kollat, 1978), (2) the effect of price changes (Engel-Blackwell-Kollat, 1978; Locander and Hermann, 1979; Sproles, Geistfeld and Badenhop, 1980; and Hutton and Wilkie 1980), (3) product specific information (Engel-Blackwell-Kollat, 1978; Sheluga, Jaccard and Jocoby, 1979), (4) the store (Anderson, 1977), (5) the product's end use (Anderson, 1977), and (6) the evaluative criteria (Engel-Blackwell-Kollat, 1978; Anderson, 1977; Westbrook and Fornell, 1979).

Situational factors include: (1) previous purchase experience (Engel-Blackwell-Kollat, 1978; Anderson, 1977; Westbrook and Fornell, 1979; Kiel and Layton 1981; Sproles Geistfeld and Badenhop, 1978), (2) environmental influences such as economics (Engel-Blackwell-Kollat, 1978; Anderson, 1977; Westbrook and Fornell, 1979), (3) value-related considerations (Engel-Blackwell-Kollat, 1978), and (4) the social acceptability of the product (Engel-Blackwell-Kollat, 1978).

Personal factors include: (1) demographic characteristics (Engel-Blackwell-Kollat, 1978; Westbrook and Fornell, 1979; Kiel and

Layton, 1981; Locander and Hermann, 1979; Arbaugh, 1974; Anderson, 1977), (2) personality (Engel-Blackwell-Kollat, 1978; Wells, 1974; Arbaugh, 1974; Anderson, 1977), (3) lifestyle characteristics (Wells, 1974; Arbaugh, 1974; Anderson, 1977).

Environmental factors include: (1) cultural values (Engel-Blackwell-Kollat, 1978), and (2) reference groups including family, friends, peers (Engel-Blackwell-Kollat, 1978).

Cox (1967) suggested that perceived risk as viewed by the consumer, relates to the following: (1) uncertainty as to what the buying goals are, (2) uncertainty as to which product will best suit their needs, and (3) the adverse consequences resulting from the purchase. It is viewed in relation to the ideal or tolerable level.

Consumers strive to reduce the variance level between the actual and ideal level of risk perceived in the following ways: (i) if perceived risk exceeds a desirable and tolerable level the consumer will seek ways to reduce the risk perhaps by increased information search; (ii) if perceived risk is less than tolerable level, the consumer may engage in risk increasing behavior; and (iii) if there is a tolerable risk situation, the consumer may tend not to act to reduce or increase the perceived risk.

There are varying opinions as to when and why consumers perceive risk with the purchase of a given product. Such factors as: a consumer's self-confidence to accept external influences such as opinions of family and peers, the complexity of the purchase decision increases, or, high specific self-confidence consumers showing greater tendencies to seek information sources (Locander and Hermann, 1979).

If we can determine the amount and nature of the risk perceived by the consumer it will help us to understand and predict how and why the consumer acquires, transmits and processes information while solving problems associated with consumer decision making (Cox, 1967).

Other factors which have an influence on the extent of pre-purchase search behavior include such factors as the consumer's attitude towards shopping. "Favourable attitudes towards shopping are generally associated with extensive search" (Anderson, 1977). "Support has been given to the fact that extensive search is avoided where the consumer perceives the concept involved in the purchase decision to be a difficult one" (Hustad, 1973). Cox's (1967) work on risk taking and information handling suggests that consumers adopt simplified decision rules in complex choice situations. However, with the increase in the development of new fibres, constructions, and finishes, previous experience in purchasing carpet may not be sufficient and may necessitate extensive search. Search has also been found to increase with unfamiliarity with the product (Bucklin, 1965), and the length of time since the last purchase (Katona, 1964; Bucklin, 1965).

Also important to consider is the question of how far in advance consumers plan their durable product purchases (Ferber, 1955). Important to the purchase of a durable product like carpet, and awareness of the CCI classification label, is the amount of time spent looking for carpet. Ferber (1955) has indicated that the planning horizon varies by type of goods purchased. What is the prevalence of impulse buying with a durable product? To what extent do consumers make purchases on the spur of the moment? Often a determinant of the amount of search for information is the cost of same (Sproles, Geistfeld and Badenhop, 1978) relative to the benefits gained.

Type of Pre-purchase Search Behavior

"The overall objective in the provision of information to the consumer is that it will be pertinent, comprehensive, useful and understandable" (Coney and Patti, 1979). Nourse and Anderson (1973) in their examination of the effects of information labelling on a consumer durable purchase found that various types of consumer information schemes have been implemented, including comparative testing, quality certification and informative labelling. Though consumer information schemes differ in detail, their common goal is informed consumers who can make more intelligent purchase decisions when provided with objective, factual information on the contents and/or performance characteristics of competing products. It would appear straightforward to design a program by simply finding out what information consumers need, and then require that the information be made available to the consumer. However, problems exist relating to such things as 'consumer information processing' concerns. Do consumers know what information they need, or do consumers possess the necessary means to utilize the information (Wilkie and Farris, 1976)?

With an ever changing marketplace where product information is increasingly necessary, delivering the proper information in the right format has the potential of being a powerful differential advantage. Bridging the consumer information gap by providing the right kinds of information in the right amount in the right places at the right times will aid in overcoming the gap. Programs that attempt to ensure the availability of standardized, authoritative factual unbiased product information in the marketplace will help to promote rational choices among competing product alternatives (Anderson, 1977). Coney and Patti (1979) found in their program designed to provide substantiation of scientific and puffery product claims made in television and magazine advertising, that many advertisers seemed unwilling or unable to provide consumers with the type and amount of information that will clarify vague, unclear statements, substantiate claims about product performance, and provide facts from which informed choices can be made. Ratchford (1980) quotes Salop and Stiglitz, 1977 as saying that relatively large numbers of well informed consumers can discipline the market and poorly informed consumers can benefit directly from the information held by others.

General Information Sources

The objective of effective marketing and specifically labelling, should be to serve the consumer effectively and profitably. Part of this service must be an information service (Cox, 1967). Cox proposes three types of communication channels through which the consumer may obtain information. Each source has different characteristics and costs associated with it which may affect the consumer's use of the sources. The first is marketer-dominated sources. Information is communicated to the consumer through sources such as advertising, packaging, salespersons, tags, pricing, promotion and labelling. Such channels are low in cost to the consumer, often demonstrate the use of the product and may be perceived as trustworthy. Marketer-dominated channels are used by the consumer when time and effort are at a premium and obtaining information from other sources is not justified. Cox (1967) cites the findings of Cox, Beal and Rogers (1958) revealing that marketer-dominated channels are important at the awareness level; however, as the consumer moves to the evaluation stage when evaluative high confidence value information is required and the perceived risk is increasing, the consumer-oriented channels become more important.

Wilkie and Farris (1976) in a study of consumer information processing and its implications on advertising identified the following post-purchase evaluations of various marketer-dominated sources: (1) consumers using magazine/newspaper ads had low confidence that the choice made was the most suitable for their need; (2) consumers using booklets on carpeting felt low to moderate satisfaction with this information source and experienced low satisfaction with their choice; and (3) consumers who relied on salespeople as an information source expressed high satisfaction with the information available and their puchase choice. They also had a high confidence level that the choice they made was the best for their needs.

The second information source proposed by Cox (1967) is consumer-oriented sources. Information is transmitted through word-of-mouth via peers, friends and family. Information obtained this way could be more costly in terms of time and effort especially if sought after. Consumers have a tendency to view information obtained this way as being more complete. Two types of interaction are proposed. The first is a two step flow of communication whereby opinion leaders volunteer or suggest information to followers, and secondly, a consumer seeks information from another whom he/she recognizes as having some expertise in that product category. This type of information is often viewed as being more credible than volunteered information.

Consumer-oriented channels are sought: (1) when a perceived risk is aroused perhaps by stimuli of information supplied by marketer-dominated sources; (2) when the psychological risk is sufficiently high to justify time and effort required to obtain information through these channels; and (3) when perceived risk is high and the consumer is concerned about making a mistake in product choice (Cox, 1967). Consumer-oriented sources are viewed as high confidence value sources, but are often viewed as less valuable sources in predicting actual performance. Consumers have also indicated that they experienced low to moderate satisfaction with their choice when relying only on consumer-oriented sources.

The third type of information sources are neutral sources. Neutral information sources include product information obtained from comparative product reports such as Consumer Reports and governmental or public agencies. They are viewed as excellent sources of performance information and offer the consumer both positive and negative facts about the product in question.

Public policy programs have been developed to help change the consumer information environment and present a neutral examination of competing products. Public policy programs are non-directional in nature, an obvious benefit to the consumer seeking factual performance information about competing products. Though many sectors of industry are adopting voluntary product testing and information programs such as the CCI carpet classification label it is likely that further legislation and regulation by government or public agencies will be proposed regarding disclosure test-based performance data on products (Sproles, Geistfeld and Badenhop, 1978). This research attempted to study the value of information programs in improving efficient consumer choice thus justifying the disclosure of this type of information in the marketplace.

Sproles, Geistfeld and Badenhop (1978) also pointed out that many actions regarding safety, informative labelling and warranties are voluntarily taken by manufacturers as a competitive marketing strategy and may stop the necessity of mandatory regulation. Wilkie and Farris (1976) revealed that the prime focus of the Federal Trade Commission in the United States was to initiate programs of proaction designed to reduce the possibility of deceptive advertising. The expected result should be: (i) corrective advertising to remedy residual effects, (ii) counter advertising by offering more product information, (iii) affirmative disclosure providing more information to clarify significant elements or aspects of a brand's performance, and (iv) a breakdown of legal barriers of advertising allowing comparisons, for example, competitors comparing brands along salient product attributes.

When marketers, government and public agencies are designing consumer information programs they must keep in mind that " . . . effective consumer information programs lie in the timely incorporation of the realities of consumer behavior into policy decision" (Anderson, 1977). Programs of voluntary and/or mandatory product standards such as the CCI classification label may be the long-run solution to problems of product performance and associated dissatisfactions.

It would be an over-simplification to say consumers' purchasing activities are governed by one information source (ie. one of the marketer-dominated, consumer-oriented or neutral sources). Marketers must allow for a combination of hybrid strategies (for example, a personal recommendation which is a consumer-oriented source combined with limited search and evaluation, that being a marketer-dominated or neutral source) (Olshavsky and Granbois, 1979). For experienced consumers the most important source may be retrieval of information from their long-term memory (LTM) supplemented by other sources when the consumer requires more information than that which is on file.

Specific Information Sources Related to Carpet

Anderson (1977) makes specific conclusions relating to the qualitative or type-dimension of search behavior as follows: (i) carpet buyers consult a variety of types and information sources, (ii) carpet buyers do not place equal value on information sources, (iii) the relative importance of information sources to carpet buyers varies depending on how importance is defined, and (iv) carpet salespeople and consumer-oriented information sources are more important to carpet buyers than media or neutral sources. It is recommended that suppliers of product information design their disclosures of product information with the salesperson, a marketer-dominated information source, in mind. Westbrook and Fornell (1979) suggested

> . . . that different shoppers may require different retail selling approaches. For example . . . advice seekers might benefit from specific brand or model recommendations and objective shoppers may benefit from a low-key approach whereby the salesperson and other promotional efforts emphasize factual objective information . . .

as is found on the CCI carpet classification label.

Consumers' Awareness, Understanding and Use of Informative Labelling

Thorelli (1972) describes labelling in the following manner:

> Labelling denotes an activity in which an organization after establishing certain norms as to the range and depth of information about product characteristics to be declared on the label, will permit interested producers of the organization to attach an informative label to their products. The label on a certain brand of a given product will state where on a scale established for each characteristic . . . that particular brand is to be found. This is determined in advance by tests. A manufacturer may continue to use the label only as long as his products comply with the information given on it.

Arbaugh (1974), in her study of the usage of care label information, noted that while numerous researchers have attempted to assess the use made of label information in the selection and care of textile items, a comparison of the results yeilded varying information about the importance of the label as an information source. Possible reasons for the observed differences include: (i) the studies were conducted at different points in time with differing consumer samples; (ii) the researchers' definitions of usage were not always identical; (iii) different methods of data collection were used; and (iv) consumers may not always report their behavior as it actually was in order to appear the prudent shopper.

Pre-purchase Understanding of the Information Labels

Labels are a means of communicating information to the consumer and vary in type and amount of information. They are of little value to the consumer unless he/she knows and comprehends terminology used on the labels and is willing to take the extra time to read and follow the information.

Several studies to date have indicated that a lack of use of labels is due to a lack of understanding of the labels. An example of this is the lack of understanding of textile terminology (Labarthe, 1964). Mason and Bearden (1979) found that the subjects had a problem of reading and understanding the ingredient labels of packaged foods. Kincaid and Hatch (1978) concluded that consumers do not understand care labels and do what they consider acceptable. Many consumers particularly those from low socioeconomic backgrounds who can least afford to make mistakes when selecting and caring for clothing have been found to have an inadequate understanding of textile terminology (Arbaugh, 1974; Anderson, 1977)

Another problem leading to the misunderstanding and lack of use of labels cited by McCullough and Besh (1980) was a study done by Jacoby, Chestnut and Silberman (1977) on consumer preferences for food label information. Increased amounts of information given on a label lead to a problem termed information overload causing the consumer to become disfunctional and reducing the accuracy of choices. Jackson

(1977) found that increased information (ie. including more information than simply indicating an apparently salient item on labels disclosure) tends to depreciate the understanding and use of the label information.

Wilkie and Farris (1976) proposed that a stress on consumer cognition (including product understanding and brand knowledge) would assume that consumers want and can use more product information. Emphasis would be on complete disclosure with a high degree of specificity, omission of overall grades and an increased number of information dimensions. However, such disclosure would require increased cognitive effort from the consumer and often the basis for limited information seeking is a lack of search ability. Because brand alternatives are quite fully described and therefore subject to more trade-offs, we might expect the consumer to consider more alternatives. However, the consumer often becomes more anxious and is not able to handle the complexity resulting in an inability to make a choice.

Consumers' Use of Information Labels

Extent of Use of Information Labels

Labels are designed to identify a product and its makeup, characteristics and uses providing the consumer with fiber content, care instructions, special finishes and classifications (Arbaugh, 1974). With the availability of factual, objective information it is presumed consumers will choose the product which is best suited for them. Sproles, Geistfeld and Badenhop (1978) have identified consumer sophistication as being acquired knowledge and previous experience with other purchases. It is likely that this acquired sophistication will affect consumers' use of informational inputs in the purchase decision. Even consumers with low consumer sophistication will benefit and have an equal opportunity to buy a high quality product when extended information and alternatives are available and used. Sproles, Geistfeld and Badenhop (1978) concluded that there is a strong support for factual information increasing consumer efficiency in purchasing products.

Arbaugh (1974) identified a need for more textile information being made available to consumers, but also recognized that simply providing information via labels alone cannot fill the consumer information gap. Consumers must be made aware of such label information and use it. The problem arises as to how to disseminate the information (Wilkie and Farris, 1976). Arbaugh (1974) noted that the low awareness and use of the Permanent Care Label should not be taken as evidence against the continuation of the program, but rather as an indication of the need for increased promotional efforts to make consumers aware of the program. Anderson (1977) drew the same conclusions regarding the impact of the informative carpet labels and suggested an educational program accompany informative label disclosure to ensure consumer awareness and use of the label resulting in a more efficient purchasing decision.

With the introduction of an educational program comes the determination as to the relationship between consumer awareness of such a program and the consumers' willingness to pay for this (Jackson, 1977). Engledow and Thorelli (1979) questioned the availability of a budget to allow for creative promotion of the information and indicate this has been a weak spot with product testing agencies. The agencies have provided only limited budgets resulting in " . . . sterile and unimaginative programs".

How the market information is presented is important in the analysis of awareness, use and understanding of informative labels. Arbaugh (1974) suggested an effective way to disseminate the information would be to acquaint consumers with the availability of the information briefly pointing out the key advantages for its use. Illustrative material rather than lengthy explanations would be an effective means of communicating. In the case of selling carpet, Anderson's (1977) results showed that the carpet salesperson is the dominant source of information for carpet purchasers, and that promotional dollars spent on making consumers aware of such programs as informative labelling would best be spent at the retail level in educating carpet salespersons and providing point-of-purchase product information.

The CCI carpet classification has been in effect now since April 1979. This study examined the awareness, understanding and use of the CCI label in an attempt to evaluate the label's worth. It was supposed such information could be helpful in alerting the CCI, carpet manufacturers and retailers to future promotional needs.

Credibility Attached to Informative Labels

The reputation and credibility of the retail store could be a determinant factor in the credibility attached to informative labels. NcNeill and Wilkie (1979) found in a study investigating the perceived worthiness of informative energy labels attached to appliances, that on the initial shopping visit to a well-known local appliance store the findings revealed a significant effect from use of the labels on the model preference and overall impressions with respect to the energy inefficient models.

Another factor affecting the credibility attached to informative labels is the influence of time (Engledow and Thorelli, 1979). Situational variables such as changes in the environment can affect a consumer's perception of information. 1970 ended a decade of unrestricted financial boom. Consumers were willing to experiment with many new products. By 1976, however, the country was recovering from a serious recession. Consumers were becoming more skeptical of products and accompanying information. They sought out the information sources they viewed best fit their product needs. Consumers were skeptical of information published by consumer agencies and public institutions. The information was seen as ". . . less reliable, less clear and less useful . . . " (Engledow and Thorelli, 1979) than other information sources. Consumers had little confidence for the methods of product testing. Information in publications such as Consumer Reports that had long been considered a reliable, unbiased source of product information were being challenged by consumers (Engledow and Thorelli, 1979).

Perceived Usefulness and Adequacy of Informative Labels

Sproles, Geistfeld and Badenhop (1980) found that a consumer was more efficient (i.e. making the best product choice for his/her needs) in his/her purchasing activity with the increasing use of information. The more information that was available the more efficient the purchase decision. Also, in their 1978 study they concluded that marketing information can have a positive influence in making an efficient choice. The more informational cues the consumer receives, the increased likelihood there is of an efficient choice. These two studies identified the importance of informational inputs in a purchase decision.

The way or format in which the information is presented can also have important implications on a consumer's purchase decision (Bettman and Zins, 1979). The important question in evaluation of the CCI classification label was: does the label contain the right information, in the right format, and is it being used?.

Nourse and Anderson (1973), in the analysis of the effects of informative labels on a consumer durable purchase found that only seventy percent of the consumers interviewed responded yes to the provision of informative labels. This was not a highly significant number since no apparent direct costs would have been imposed on the consumer. Also, the researchers found that the inclusion of information that had been identified by the consumers as to what they would like to see on a label did not alter their product choices.

What type of information is needed on the informative labels to make a significant contribution to helping the consumer decide on which product to choose? Bettman and Zins (1979) reported executives believing that consumers have adequate levels of product information.

Wilkie and Farris (1976) also revealed that critics of advertising and marketing practices contend that information that is relevant to a product choice is not being made available to consumers and by doing this the consumer is placed in a position of ". . . enforced ignorance . . ." resulting in ". . . higher prices, artificial brand differences and stress of nonfunctional frills that represent no real benefit to the consumer. . .". Engledow and Thorelli (1979) indicate a serious deficiency lies in determining what is the right information to be included in the ". . . communications mix relevant from the consumer's point of view . . .".

Sproles, Geistfeld and Badenhop (1980) contend that there is widespread belief that objective product information uncluttered with distractions or puffery will enhance consumer decision-making. This holds true especially when additional information on a brand's performance and composition are available along with other traditional marketing information.

Anderson (1977) found that informative carpet labels had limited impact on a carpet choice. The influence of the label tended to be the greatest for wear rating disclosure in two instances. When wear information was presented together with additional less salient information, it was greater among higher socioeconomic groups. And, it was greater when buyers were alerted to the existence and contents of informative labels prior to shopping. This implies that the impact of the informative labelling programs may be increased by accompanying promotional efforts.

Relationships Existing between Use of Labels and Post-purchase Satisfaction

In a study by Swan and Combs (1976) to determine the influence of "instrumental characteristics" (i.e. those features involving physical performance such as durability) and "expressive characteristics" (i.e. those features of a more psychological nature such as fashionability) of a product, it was found that consumers in judging the performance of a product compared actual performance outcomes to the outcomes that were expected for the product. If the physical performance of the product was below expectations, then the product was likely to be categorized as dissatisfactory. If both instrumental and expressive outcomes were equal to or exceeded expectations, then the consumer tended to judge the product as satisfactory.

A similar conclusion was drawn by Sproles, Geistfeld and Badenhop (1980). Their findings indicated that price and brand which had been thought of as surrogate indicators of quality or desirability by some consumers, were considered less important than "compositional" and "performance-oriented characteristics".

There are many questions consumers ask themselves when assessing their satisfaction with the purchased product. Did they make the best choice for their needs? Did they buy the best product for the money? Would they shop differently the next time? Was the product information that was available useful in making a satisfactory choice?

Some answers to these questions have been proposed by Sproles and Geistfeld (1978). The availability of informative labels should reduce the incidence of consumer dissatisfaction and increase satisfaction. A study by Steiniger and Dardis (1971) indicated that informative care labels and tags on clothing will help to increase consumer satisfaction since consumers will be informed of the correct way to care for and clean their garments thus reducing the probability of damage. Similarly Steiniger (1970) found that those consumers who reported they used care labelling information tended to be more satisfied with textile product performance than those who did not use the information. The increasing recognition of the importance of informative labelling programs (such as the CCI classification label) by both government and industry should lead to greater consumer satisfaction.

Another important factor in determining the extent and type of pre-purchase behavior is the consumer's purchase experience of the product class. It is assumed that a consumer's information needs will be decreased if the consumer has enjoyed satisfaction with a previous purchase and in the opposite direction, dissatisfaction of a previous purchase should lead to increased information search (Westbrook and Fornell, 1979).

Factors Affecting Consumer Awareness, Understanding and Use of Labels

Some factors that marketers and researchers have identified as being influential in determining extent and type of consumer information search and post-purchase satisfaction include consumer demographic and lifestyle characteristics. If marketers were able to establish the important characteristics relevant to their product, it is presumed that they would be better equipped to tailor an effective marketing program best suited to their customer.

Demographic Characteristics

Demographic characteristics to be considered in this study include sex, age, level of education, occupation, total family income and number of family members living at home. Other research done to date has indicated these characteristics in combination or alone have proven to be determinant factors in purchase behavior.

Market segmentation has traditionally been based on the recognition that broad markets for products are made up of small homogenous markets. Products are designed for specific homogenous submarkets within the larger more diverse market. Consumers are different from each other in their needs and these differences are related to the demands in the marketplace. If segments of consumers can be isolated within the overall market it is presumed products will better meet the needs of the consumers. With respect to the use of informative labels, by identifying and describing those consumers who do not make use of labels, implications can be drawn for the development of alternative effective programs (Arbaugh, 1974).

The following examples demonstrate some influence these various demographic and lifestyle characteristics have had on consumer behavior. Arbaugh (1974) cited the findings of Skaggs (1973): a significant association was found to exist between the consumer's awareness of the care label and level of education. Those respondents with a higher level of education tended to rate the usefulness of the care information higher than those with less education. Also, there was a significant association observed between education and/or income and use of care information. Age was another factor to be considered as older respondents rated labels more useful than did younger respondents.

Westbrook and Fornell (1979) concluded that education was assumed to increase the consumer's need for information including the use of Consumer Reports plus extensive visits to retailers.

Lifestyle Characteristics

Lifestyle analysis considers the consumer's personality traits, activities, interests and opinions. Lifestyle focuses on broad cultural trends and needs, and values that are thought to be closely related with consumer behavior. These attributes provide descriptions of consumers in the language of every day conversation and thought, thus humanizing (Demby, 1974) the research output.

An example where such knowledge can be important to the marketer is in determining the perceived risk of a consumer for a product. It is important to consider the individual's dominant personality needs and cognitive style (Cox, 1967).

CHAPTER III

METHODS AND PROCEDURES

A consumer survey was conducted to examine the effectiveness of the CCI classification label for carpets. The procedures that were carried out are presented in this chapter. Topics discussed include the conceptual framework that was used as a basis for the procedures, selection of the consumer sample, description of the instruments, limitations of the study and a summary of the statistical analysis.

Conceptual Framework

For the purposes of this study, the Engel-Blackwell-Kollat (1978) consumer behavior model (Appendix J) was chosen as the basis for the conceptual framework as this model describes most completely in logical, organized terms the stages of an individual's buying behavior. The five steps include: (1) problem recognition, (2) search for information, (3) alternative evaluation, (4) choice, and (5) outcomes of choice (satisfaction or dissonance). The degree to which each step is pursued is dependent upon the consumer's perception as to whether the purchase is of ". . . sufficient importance to warrant extended problem solving" (Engel-Blackwell-Kollat, 1978).

The magnitude of the purchase decision is the determining factor as to the number of stages the consumer will engage in. For items purchased on a habitual basis it is assumed the consumer advances directly from problem recognition to choice omitting the search and alternative evaluation stages. However, it is presumed that the purchase of carpet, a non-habitually purchased product, might conceivably involve the consumer in each step.

The first stage of the consumer decision process is problem recognition whereby the consumer acknowledges a difference between a perfect state of affairs and the actual state at that moment. Disequilibrium occurs when the individual, stimulated by motives or by external stimuli such as new information from consumer-oriented, marketer-dominated or neutral sources, strives to satisfy this new desire.

The individual then moves into the search stage of the decision process. The individual engages, instantaneously and most times unconsciously, in internal search to determine if stored information or experience will satisfy the problem's needs. If there is sufficient feedback no external search is likely to occur. If not, however, it will necessitate the individual seeking further information.

Concentration in this study was on the search stage of the carpet consumer's purchase decision. For this reason the Engel-Blackwell-Kollat (1978) model was useful as it discusses motivating factors and costs of search behavior that appeared relevant to this study.

Motivating factors suggested by Engel-Blackwell-Kollat (1978) that are of particular concern to this study included factors such as the amount and quality of stored information. This involved considering the amount of satisfaction the consumer had experienced with previous purchases and the period of time which had elapsed since the last purchase. Engel-Blackwell-Kollat (1978) proposed that the suitability of the stored information may be affected by a long period of time elapsing between purchases.

This model further takes into account the perceived risk involved in the purchase search. Considerations such as price, length of time the consumer will live with the product and the magnitude of alternative product selection seemed pertinent to this study.

Certain costs of search that were relevant to this study included the amount of search (such as the number of store visits) and information overload. Psychological costs like dealings with incompetent salespeople seemed appropriate considerations since the review of the literature pointed out the strong influence the carpet salesperson has on a carpet purchase.

Lastly, the Engel-Blackwell-Kollat (1978) model allowed for investigation of personality and demographic characteristics and their effect on consumer search behavior. A group of lifestyle variables (adapted from Wells, 1974) that were considered relevant to a carpet purchase were examined.

Throughout the search stage the information collected has been processed and has become part of the long term memory. The consumer uses this information in the next stage, alternative evaluation.

Product alternatives are compared against criterion or product attributes as set forth by the consumer as important in the purchase decision. The stored information and consumer experience together with the evaluative criteria assist the consumer in making a choice.

The final two 'stages' in the decision process model are choice and outcomes. This study touched briefly on the outcomes stages in evaluating the degree of fulfilment of initial post-purchase expectations and satisfaction. A more in depth study of choice and outcomes will be dealt with in Phase II of the research.

It is important to note here that environmental influences such as family, reference groups, income and social class, can affect the consumer at the various stages in the decision-making process.

Selection of the Sample

The population for the study was comprised of consumers who had recently purchased carpet. With the assistance of a major carpet distributor and cooperating retailers a sample of carpet consumers in the Edmonton area was selected. The sampling took place from early June, 1982 to late July, 1982.

The retail outlets were selected to represent three different types of establishments: small and large independents (specialty carpet and interior decorating), and department stores. The group of retailers was comprised of five small independents, three large independents, and three department stores (including a total of 10 stores).

The participating retailers were approached in advance of the study by telephone and then immediately sent a letter of introduction (Appendix C). They were asked to give a letter introducing the study (Form A or B, Appendix E) to all consumers who actually made a carpet purchase. For those retailers who preferred to supply the researcher with a list of carpet consumers and whom the researcher would in turn contact directly, Form A applied. Where the retailer preferred to ask the consumer if they were willing to participate and then provide the researcher with only the names of the willing participants, Form B was applicable.

In fact, very few consumers actually received either letter of introduction. The researcher obtained the names of carpet consumers from the retailers and contacted them directly. The retailers would then fill out the accompanying Consumer Information Record (Appendix E) for each consumer.

A proportionate sample of consumers was to have been selected relative to the volumes of each type of retailer establishment. However, due to the small number of consumers actually purchasing carpet during this period it necessitated the researcher taking all available names from each retailer. Thus, these 203 consumers formed the initial sample for this study.

Description of the Instruments

The data was collected in the following manner:

1. Retailer Interview Guide (Appendix D) - Each participating retailer was interviewed, to determine retailer awareness, understanding and use of the CCI label and/or pamphlet. The instrument also served to further introduce the research study. Based on the information provided by the retailer, the researcher assigned an attitude score to be used in the analyses.

2. Consumer Information Record (Appendix E) - Each participating retailer was asked to complete the Consumer Information Record for each consumer taking part in the survey. The record indicated general information on the carpet purchase. This instrument was attached to the Initial Letter of Introduction (Form A or B as applicable, Appendix E).

3. Initial Telephone Interview (Form A or B as applicable, Appendix E) - This instrument served as a further introduction to the consumer about the survey. The interview also helped to identify the consumer's initial expectations of the carpet performance.

4. Consumer Self-Administered Questionnaire (Appendix H) - The questionnaire was designed to investigate the following variables: (a) stated importance of performance/appearance retention, (b) extent and type of pre-purchase search behavior, (c) awareness and understanding of CCI classification label and pamphlet, (d) extent of use of the CCI label and/or pamphlet, (e) perceived usefulness and perceived adequacy of the label when used alone, in conjunction with the pamphlet and/or in conjunction with other information sources, (f) credibility attached to the CCI label and/or pamphlet, (g) initial expectations of and satisfaction with carpet performance, and (h) demographic variables, lifestyle variables, the consumer's experience with carpets and retailer attitude toward the CCI labelling program. The self-administered questionnaire replicated in part that of Anderson's (1977).

All instruments except the Retailer Interview Guide were pre-tested with a small sample of consumers who purchased carpet from Sear's Heritage Mall Store, Edmonton, during late April and early May 1982.

Statistical Analysis of Data

All data were coded and transferred to computer cards for analysis. Descriptive information was reported in frequency counts and/or percentages. The hypotheses were statistically analyzed using the following tests: the Pearson product-moment correlation coefficient, the Chi-square, T-test and One-way analysis of variance. Table 1 indicates the variables considered, the level of measurement, and the method of statistical analysis for each hypothesis.

Delimitations of the Study

The study was delimited as follows:

1. Only consumers that had recently purchased carpet were included in the study. Due to the infrequent purchase of carpeting, the selected sample was chosen as representative of consumers who had been recently exposed to consumer search behavior for a carpet and who were most likely to have seen the CCI classification label and/or pamphlet.

2. Only consumers who had bought carpeting sold by the square metre were selected as this was the only type of carpet that bore the CCI label.

Table 1

Summary of Statistical Analysis

Null Hypothesis	Dependent Variable	Independent Variable	Level of Measurement	Statistics
1a	Initial post-purchase satisfaction - four measures:	Extent of pre-purchase search behavior - five measures:	interval/varies with each measure	
	(i) satisfaction with carpet	(i) pre-purchase period	interval/nominal	One-way analysis of variance
	(ii) assurance of best choice	(ii) number of stores visited	interval/interval	Pearson r
	(iii) meeting of expectations	(iii) total number of store visits	interval/interval	Pearson r
	(iv) composite satisfaction score	(iv) other carpets considered	interval/interval	Pearson r
		(v) composite extent of search score	interval/interval	Pearson r
1b	Initial post-purchase satisfaction - four measures:	Type of pre-purchase search behavior - twenty-one measures:	interval/nominal	T-test
	(as in 1a)	(i) sources of information - carpet sales people - friends/relatives - ads in newspapers/magazines - ads on TV/radio - articles in newspapers/ magazines - booklets/pamphlets - labels/tags on carpet samples - government agencies - other places		
		(ii) helpfulness of information sources [as in (i) above]	interval/nominal	One-way analysis of variance

Table 1 (continued)

Null Hypothesis	Dependent Variable	Independent Variable	Level of Measurement	Statistics
		(iii) usefulness of information - most useful - 2nd most useful - 3rd most useful		
2a	Initial post-purchase expectations - two measures:	Consumer awareness of CCI label and/or pamphlet - three measures:	nominal/nominal	Chi-square
	(i) expected life of carpet (ii) expected ability to withstand traffic	(i) observation of label (ii) identification of information (iii) observation of pamphlet		
2b	Initial post-purchase expectations - two measures:	Consumer understanding of CCI label - two measures:	nominal/nominal	Chi-square
	(as in 2a)	(i) identification of purpose (ii) understanding of information		
2c	Initial post-purchase expectations - two measures:	Consumer use of CCI label and/or pamphlet - four measures:	nominal/varies with each measure	
	(as in 2a)	(i) helpfulness of label	nominal/interval	One-way analysis of variance
		(ii) choice affected by label	nominal/nominal	Chi-square
		(iii) helpfulness of pamphlet	nominal/interval	One-way analysis of variance
		(iv) choice affected by pamphlet	nominal/nominal	Chi-square
3a	Initial post-purchase satisfaction - four measures:	Consumer awareness of CCI label and/or pamphlet - three measures:	interval/nominal	One-way analysis of variance

Table 1 (continued)

Null Hypothesis	Dependent Variable	Independent Variable	Level of Measurement	Statistics
	(as in 1a)	(as in 2a)		
3b	Initial post-purchase satisfaction - four measures:	Consumer understanding of CCI label - two measures:	interval/nominal	One-way analysis of variance
	(as in 1a)	(as in 2b)		
3c	Initial post-purchase satisfiaction - four measures:	Consumer use of CCI label and/or pamphlet - four measures:	interval/varies with each measure	
	(as in 1a)	(i) helpfulness of label	interval/interval	Pearson r
		(ii) choice affected by label	interval/nominal	One-way analysis of variance
		(iii) helpfulness of pamphlet	interval/interval	Pearson r
		(iv) choice affected by pamphlet	interval/nominal	One-way analysis of variance
4a	Consumer awareness of CCI label and/or pamphlet - three measures:	Demographic variables of respondents -	nominal/nominal	Chi-square
	(as in 2 a)	(i) sex (ii) age (iii) education (iv) occupation (v) total family income		
4b	Consumer understanding of CCI label - two measures:	Demographic variables of respondents -	nominal/nominal	Chi-square
	(as in 2 b)	(as in 4a)		
4c	Consumer use of CCI label and/or pamphlet - four measures:	Demographic variables of respondents -	varies with each measure/nominal	

Table 1 (continued)

Null Hypothesis	Dependent Variable	Independent Variable	Level of Measurement	Statistics
	(i) helpfulness of label	(as in 4a)	interval/nominal	One way-analysis of variance
	(ii) choice affected by label		nominal/nominal	Chi-square
	(iii) helpfulness of pamphlet		interval/nominal	One-way analysis of variance
	(iv) choice affected by pamphlet		nominal/nominal	Chi-square
5a	Consumer awareness of CCI label and/or pamphlet - three measures:	Lifestyle variables of respondents	nominal/interval	One-way analysis of variance
	(as in 2 a)	(i) opinion leader (ii) price conscious (iii) homebody (iv) self-confident (v) fashion conscious (vi) information seeker (vii) compulsive housekeeper (viii) dislikes housekeeping		
5b	Consumer understanding of label - two measures:	Lifestyle variables of respondents -	nominal/interval	One-way analysis of variance
	(as in 2 b)	(as in 5a)		
5c	Consumer use of CCI label and/or pamphlet - four measures:	Lifestyle variables of respondents -	varies with each measure/interval	
	(i) helpfulness of label	(as in 5a)	interval/interval	Pearson r
	(ii) choice affected by label		nominal/interval	One-way analysis of variance

Table I (continued)

Null Hypothesis	Dependent Variable	Independent Variable	Level of Measurement	Statistics
	(iii) helpfulness of pamphlet (iv) choice affected by pamphlet		interval/interval nominal/interval	Pearson r One-way analysis of variance
6a	Consumer awareness of CCI label and/or pamphlet - three measures:	Consumer's experience with carpets - four measures:	nominal/varies with each measure	
	(as in 2a)	(i) existence of a previous carpet	nominal/nominal	Chi-square
		(ii) satisfaction with previous carpet	nominal/interval	Chi-square
		(iii) number of previous purchases	nominal/interval	Chi-square
		(iv) date of last carpet purchase	nominal/nominal	Chi-square
6b	Consumer understanding of label - two measures:	Consumer's experience with carpets - four measures:	nominal/varies with each measure	
	(as in 2b)	(as in 6a)	(as in 6a)	
6c	Consumer use of CCI label and/or pamphlet - four measures:	Consumer's experience with carpets - four measures:	varies with /varies with each measure/each measure	
	(as in 2c)	(as in 6a)	twenty-one combinations involving testing with Pearson r, Chi-square, and One-way analysis of variance	
7a	Consumer awareness of CCI label and/or pamphlet - three measures:	Retailer attitude	nominal/nominal	Chi-square
	(as in 2 a)			

Table 1 (continued)

Null Hypothesis	Dependent Variable	Independent Variable	Level of Measurement	Statistics
7b	Consumer understanding of CCI label - two measures:	Retailer attitude	nominal/nominal	Chi-square
	(as in 2 b)			
7c	Consumer use of CCI label and/or pamphlet - four measures:	Retailer attitude	varies with each measure/nominal	
	(as in 2 c)		(as in 4c)	(as in 4c)

CHAPTER IV

FINDINGS

This chapter includes a description of the sample and descriptive and statistical analyses of the variables and hypotheses. A 0.05 level of significance was set for acceptance/rejection of the null hypotheses.

Description of the Sample

A total of 203 consumers were contacted from early June, 1982 to the late July, 1982. Of those contacted, 109 consumers responded with full participation in both the initial telephone interview and self-administered questionnaire (Table 2).

Table 3 indicates the breakdown of respondents by retailer type. It was necessary upon analysis of the data to add another category to the retailer types. A large number of the respondents (44 out of 109) represented a single department store chain. Due to the fact that the management of this chain strongly supported the CCI labelling program, the researcher has further classified the category 'department store chains' as: department store A representing the single department store chain and department stores B representing all others.

Table 4 shows a description of the sample giving sex, age, education and occupation. Respondent 1 represents the primary person

Table 2

Responses to Survey

Responses	Frequency
Not willing to participate	86
Telephone Interview only	8
Full Participation (Telephone Interview) and Self-Administered Questionnaire)	109
Total consumers contacted	203

Table 3

Breakdown of Respondents by Retailer Type

Retailer Type	Absolute Frequency (n=109)	Percent
Department Store A	44	40.4
Department Stores B	14	12.8
Large Independents	36	33.0
Small Independents	15	13.8

Table 4

Description of the Sample - Respondents 1 and 2

	Percentage Distribution	
	Respondent 1	Respondent 2
Sex	(n=106)	(n=45)
Male	30.2%	42.2%
Female	69.8	57.8
Age	(n=106)	(n=46)
24 and under	0.9	2.8
25-34	20.8	12.1
35-44	27.4	11.2
45-54	23.6	6.5
55-64	12.3	4.7
65 and over	15.1	5.6
Not Applicable	-	57.0
Education	(n=104)	(n=45)
Some or all elementary school	7.7	2.8
Some or all secondary school	34.6	14.0
Some or all trade of technical school	15.4	9.3
Some college or university	17.3	9.3
University degree(s)	25.0	6.5
Not Applicable	-	57.9
Occupation	(n=102)	(n=29)
Self-employed professional	1.0	-
Employed professional	11.8	3.8
Semi-professional	2.9	1.0
Middle management	5.9	3.8
Supervisor	2.9	1.0
Skilled clerical, sales, service	13.7	6.7
Skilled crafts, trades	-	2.9
Semi-skilled clerical, sales, service	8.8	1.9
Semi-skilled manual	2.0	2.9
Unskilled clerical, sales, service	8.8	2.9
Unskilled manual	5.9	1.0
Housewife	24.5	8.7
Retired	11.8	3.8
Not Applicable	-	59.6

involved in the purchase of the carpet. Respondent 2 (where applicable) represents another (secondary) person that assisted in the purchase.

The sample was comprised of more females than males (for both respondents 1 and 2). Approximately 58 percent and 54 percent primary and secondary respondents respectively, were in the age group of 24 to 44 years. A large proportion of the sample had no more than secondary school education, and there was a relatively even distribution among the other groups with some type of post-secondary education represented. With respect to occupation the largest group of respondents was housewives. Many others were retired. Of those employed the largest group was skilled clerical, sales and service followed by employed professionals, semi-skill and unskilled clerical, sales and service.

Table 5 further describes the sample. It shows the income distribution with approximately 40 percent of the respondents having a family income of $40,000 or more and approximately 25 percent with an income over $50,000. The modal number of children living at home was none and the mode for adults living at home was two. The majority (98 percent) of the respondents owned their own home and over 44 percent of the sample had not moved in the last ten years.

Descriptive Analysis of the Variables

Table 6 shows the responses to the statements of self-perception of lifestyle. The respondents were asked to indicate how they felt about the statements on a scale of 1 to 5 (strongly agree to strongly

Table 5

Description of Sample - Households

	Percentage Distribution
Total Family Income (before taxes) (n=95)	
under $9,999 a year	5.3%
$10,000 to $14,999	8.4
$15,000 to $19,999	5.3
$20,000 to $24,999	10.5
$25,000 to $29,999	8.4
$30,000 to $39,999	21.1
$40,000 to $49,999	16.8
$50,000 and over	24.2
Total Number of Children Living at Home (n=109)	
None/Not Applicable	39.5
One	16.5
Two	22.9
Three	15.6
Four or more	5.5
Total Number of Adults Living at Home (n=107)	
One	7.6
Two	67.3
Three	12.1
Four or more	13.1
Ownership of home (n=108)	
Own	98.1
Rent	1.9
Household Moves in Last 10 Years (n=108)	
None	44.4
One	19.4
Two	9.3
Three	8.3
Four	6.5
Five	3.7
Six	7.4
Eight or more	0.9

Table 6

Percentage Distribution of Respondents' Self-Perception of Lifestyle

Lifestyle Variable	Questionnaire Item Number (Apppendix H)	Mean Score	Range
Opinion leader	2, 10, 20	2.759	1 to 5
Price conscious	5, 12, 18, 24, 31	2.406	1 to 5
Homebody	3, 11, 23, 29	2.543	1 to 4
Self-confident	1, 15, 22, 27, 35	2.478	1 to 5
Fashion conscious	9, 16, 17, 21, 28, 30, 33, 36	2.626	1 to 4
Information seeker	6, 8, 13, 25, 32, 38	2.768	1 to 5
Compulsive housekeeper	7, 14, 26, 34	2.325	1 to 5
Dislikes housekeeping	4, 19, 37, 39	3.473	1 to 5

disagree respectively). The mean scores for most of the lifestyle scales were between 2 and 3, showing some tendency, on the part of the respondents, towards them. Respondents tended to be less apt to place themselves in the 'dislikes housekeeping' category.

Table 7 examines the respondents' experience with carpets previous to this most recent purchase. Approximately 73 percent of the respondents had had an existing carpet in the area for which the carpet was purchased and of those respondents, only 42 percent indicated that they were satisfied or very satisfied with this carpet. Over 60 percent of the sample had previously purchased no more than two carpets. Of the purchases previously made most recently, over 50 percent were made in the last five years.

The carpet features considered by the respondents during the pre-purchase search are indicated in Table 8. Colour (88.1%), price (86.2%) and durability (77.1%) were the three features most frequently considered. These same three factors ranked highest as the first and second most important feature. Appearance of the carpet (other than color) was mentioned by less than half of the respondents.

The extent of pre-purchase search behavior is represented in Table 9. Over half of the respondents shopped for a period extending from eight days to four months. Approximately one quarter of the sample visited only one store, while over half of the respondents searched in three or four stores. Almost 75 percent of the respondents considered none or only one other carpet.

The type of pre-purchase search is exhibited in Table 10. The majority of the respondents indicated the carpet salesperson as a

Table 7

Respondents' Experience with Carpets

Experience with Carpets	Absolute Frequency	Percent
Existence of a previous carpet (n=109)		
No	27	24.8%
Yes	80	73.4
Floorcovering of some type	2	1.8
Satisfaction with performance of previous carpet (n=108)		
Very Dissatisfied	15	18.5
Dissatisfied	11	13.6
Neutral	10	12.3
Satisfied	19	23.5
Very Satisfied	26	32.1
Similarity of new carpet to old (n=108)		
Yes	5	8.9
No	80	91.1
Number of previous purchases (n=108)		
None	12	11.1
One	22	20.4
Two	32	29.6
Three	24	22.2
Four	9	8.3
Five	5	4.6
Six	3	2.8
Eight or more	1	0.9
Date of last purchase (n=109)		
Up to 1 yr. ago	13	12.3
1 yr/1 day to 5 yrs	42	39.6
5 yrs/1 day to 8 yrs	20	18.9
8 yrs/1 day to 10 yrs	7	6.6
More than 10 years ago	14	13.2
Never before	10	9.4

Table 8

Features Considered During Pre-purchase Search

Features Considered: (n=109)	Absolute Frequency	Percent[a]	1st Most Important Absolute Frequency	1st Most Important Percent	2nd Most Important Absolute Frequency	2nd Most Important Percent
Colour	96	88.1%	27	25.0%	19	18.1%
Price	94	86.2	18	16.5	25	23.8
Durability	84	77.1	26	24.1	25	23.8
Fiber	53	48.1	5	4.6	8	7.6
Store	52	47.7	6	5.6	4	3.8
Appearance	52	47.7	8	7.4	9	8.6
Cleaning ability	37	33.9	2	1.9	4	3.8
Style	24	22.0	1	0.9	2	1.9
Quality	21	19.3	7	6.5	1	1.0
Brand	17	15.6	3	2.8	-	-
Guarantee	6	5.5	1	0.9	4	3.8
Finish-soil retardant	5	5.0	-	-	2	1.9
Density/weight	5	5.0	2	1.9	-	-

continued . . .

Table 8 (continued)

Features Considered: (n=109)	Absolute Frequency	Percent[a]	1st Most Important Absolute Frequency	1st Most Important Percent	2nd Most Important Absolute Frequency	2nd Most Important Percent
Availability of viewing sample in home	3	2.8%	2	1.9%	-	-
Immediate availability of installation	3	2.8	-	-	-	-
Availability of carpet	2	1.8	-	-	-	-
Finish-water resistant	1	0.9	-	-	1	1.0
Construction	1	0.9	-	-	-	-
Credit terms	1	0.9	-	-	-	-
Manufactuer	1	0.9	-	-	-	-
Comfort under foot	1	0.9	-	-	-	-
Finish-static resistant	1	0.9	-	-	-	-

[a] Indicates the percentage of 109 respondents that mentioned the feature.

Table 9

Extent of Pre-purchase Search Behavior

Extent of Search Measure	Absolute Frequency	Percent
Pre-purchase period (n=101)		
One day	11	10.9%
2 to 7 days	14	13.9
8 to 30 days	29	28.7
31 days to 4 months	24	23.8
4 months/1 day to 1 yr	15	14.9
1 yr/1 day to 2 years	4	4.0
over 2 years	3	3.0
not too long	1	1.0
Total Number of Stores visited (n=109)		
One	25	22.9
Two	19	17.4
Three	22	20.2
Four	26	23.9
Five	8	7.3
Six	5	4.6
Seven	3	2.8
Nine or more	1	0.9
Total Number of Store visits (n=109)		
One	12	11.0
Two	10	9.2
Three	16	14.7
Four	17	15.6
Five	18	16.5
Six	6	5.5
Seven	8	7.3
Eight	6	5.5
Nine or more	16	14.7
Other Carpets Considered (n=107)		
None	45	42.1
One	30	28.0
Two	17	15.9
Three	12	11.2
Four	3	2.8

Table 10

Percentage Distribution of Type of Pre-purchase Search (n=109)

Sources of Information	Sources Used		Information Considered Helpful[b]	
	Yes	No	Yes	No
Carpet Salespeople	85.8%	14.2%	82.7%	2.9%
Labels/Tags	51.9	48.1	50.0	1.0
Friends/Relatives	45.7	54.3	35.3	44.1
Articles in newspapers/ magazines	39.8	60.2	32.7	5.0
Ads in newspapers/magazines	32.4	67.6	21.4	9.7
Booklets/pamphlets	26.7	73.3	23.8	1.9
Ads on TV/Radio	25.7	74.3	12.6	11.7
Other sources	10.4	89.6	10.4	-
Government Agencies	8.6	91.4	8.6	-

[b] Question answered only if YES response given to sources used.

continued . . .

Table 10 (continued)

Percentage Distribution of Type of Pre-purchase Search (n=109)

Information Sources Considered:	Most Useful	2nd Most Useful	3rd Most Useful
Carpet Salespeople	48.4%	31.3%	16.4%
Friends/Relatives	11.8	12.0	12.7
Labels/Tags	11.8	22.9	16.4
Other Sources	9.7	2.4	7.3
Ads on TV/Radio	5.4	-	3.6
Booklets/Pamphlets	5.4	9.6	12.7
Government Agencies	4.3	1.2	1.8
Ads in newspapers/magazines	2.2	9.6	12.7
Articles in newspapers/ magazines	1.1	10.8	16.4

source of information that was helpful in making their purchase decision. Half of them identified labels/tags as a helpful source of information.

Table 10 also shows the sources considered most useful, second most useful and third most useful by the respondents. The carpet salesperson ranked highest in all three categories.

The respondents' awareness of labels attached to carpet samples is outlined in Table 11. A large proportion of respondents observed manufacturers' labels. Approximately one-third of the respondents indicated they saw the CCI label.

Table 12 shows the types of information the respondents reported seeing on the labels. Fiber was the information identified most frequently. In comparison to Table 11 which indicates the respondents' reported awareness of labels attached to the carpet samples, a relatively high number of the respondents were unable to identify the information they saw on the labels (Table 12).

Tables 13 and 14 indicate the respondents' understanding and use of the CCI label and/or pamphlet. As the total number of respondents who reported seeing the label was relatively small (33 out of 109), the 'n' for each of these items is also small. However, of those respondents that indicated seeing the CCI label, approximately three-quarters of the respondents understood the information at least somewhat (Table 13). Approximately 46 percent considered the CCI label helpful and over 70 percent felt the label affected their choice (Table 14).

Table 11

Percentage Distribution of Respondents' Awareness of Labels Attached to Carpet Samples and CCI Pamphlet

Observation of:	Manufacturer's Label (n=109)	Retailer's Label (n=95)	CCI Label (n=98)	Some Label (n=99)	CCI Pamphlet (n=107)
Yes	71.1%	35.8%	33.7%	43.3%	6.5%
No	14.9	37.9	32.6	-	23.4
Don't Know	14.0	26.3	33.7	-	0.9
Not Applicable	-	-	-	56.6[c]	69.2[d]

[c] Not applicable if respondent identified one of the other types of labels.

[d] Question not answered if respondent did not see CCI label.

Table 12

Percentage Distribution of Types of Information Respondents Reported Seeing on Labels Attached to Carpet Samples

Information Reported	Manufacturer's Labels (n=60)	Retailer's Labels (n=27)	Some Labels (n=17)
Fiber	66.6%	11.1%	47.1%
Density/weight	11.7	14.9	-
Finishes: stain/static	3.3	7.4	23.6
Guarantee	1.7	11.1	11.7
Construction	3.3	3.7	-
Durability/wearability	1.7	11.1	11.7
Suggested area of use	1.7	3.7	-
Suggested sales price	-	33.3	5.9
Range of colours	5.0	3.7	-
Manufacturer's name	3.3	-	-
Place of origin	1.7	-	-

Table 13

Percentage Distribution of Respondents' Understanding of CCI Label and Pamphlet

Measure of Understanding	Understood	Somewhat Understood	Did Not Understand
Identified purpose (n=31)	38.7%	35.5%	25.8%
Understood information (n=33)	27.2	57.7	15.3

Table 14

Percentage Distribution of Respondents' Use of CCI Label and Pamphlet

Measure of Use	Not Helpful at all (1)	Somewhat Helpful (2)	Neutral (3)	Helpful (4)	Very Helpful (5)
Label helpful (n=30)	13.3%	3.3%	36.8%	23.3%	23.3%
Pamphlet helpful (n=8)	37.5	-	-	25.0	37.5
	Yes	No	Unsure		
Label affected choice (n=29)	72.4%	17.2%	10.4%		
Pamphlet affected choice (n=17)	23.5	58.8	17.7		

The respondents' opinions of the CCI label and pamphlet are featured in Table 15. Approximately 45 percent of the respondents considered the information on the label to be adequate to quite sufficient. A large proportion of them afforded some credibility to the information on the label.

Table 16 gives a breakdown to the respondents' actual purchases by room, colour, style, fiber, price per sq. metre and total purchase price including installation. Approximately 80 percent of the respondents chose earth tone colours ranging from white/cream to medium brown/copper. Approximately half of the sample preferred plush, and over 80 percent chose a nylon fiber.

The respondents' initial post-purchase expectations of the carpet are indicated in Table 17. Almost all respondents expected the carpet to last up to 10 years or more. Nearly all of the respondents (91.7%) felt they had chosen a carpet that would withstand the traffic it would receive very well.

Table 18 shows the outcomes of the initial post-purchase satisfaction scores. Only 77 respondents answered these questions as they applied only to those respondents who had had the carpet installed.

Testing of the Null Hypotheses

Extent of Pre-purchase Search Behavior

Null Hypothesis 1a:

> No significant association exists between initial post-purchase satisfaction and extent of pre-purchase search behavior.

Table 15

Respondents' Opinions of the CCI Label/Pamphlet

	Not Sufficient (1)	Somewhat Sufficient (2)	Neutral (3)	Adequate (4)	Quite Sufficient (5)
Sufficiency of information (n=29)	10.3%	3.4%	41.4%	24.2%	20.7%
	No Faith (1)	Little Faith (2)	Neutral (3)	Some Faith (4)	A Lot of Faith (5)
Credibility given to information (n=28)	-	10.7%	21.7%	35.6%	32.0%

Table 16

Percentage Distribution of Respondents' Actual Carpet Purchases

Room (n=109)		Colour (n=108)		Style (n=107)	
Living/Dining	36.7%	Beige/sand	40.4%	Plush	48.6%
Hallways	34.9	Medium brown/ copper	19.3	Sculpture	22.4
Bedroom	26.8	Beige/brown mix	10.1	Hard Twist	13.1
Family/Rumpus	21.1	White/cream	9.2	Cut & loop	5.6
Whole House	16.5	Red	6.4	Outdoor	4.7
Stairs	9.4	Blue	5.5	Saxony	2.8
Outdoor	3.7	Green	4.6	High & low	1.9
Kitchen	2.8	Gold	4.6	Patterned	0.9

continued . . .

Table 16 (continued)

Percentage Distribution of Respondents' Actual Carpet Purchases

Fiber (n=109)		Price per sq. metre (n=108)		Total Price Including Installation (n=107)	
Nylon	87.2%	$ 7 - 10	9.3%	$169 - 350	7.2%
Acrylic	5.5	11 - 15	6.5	361 - 600	12.3
Polypropylene (outdoor turf)	4.6	16 - 20	6.5	601 - 999	17.2
		21 - 25	35.2	1000 - 1499	17.2
Polyester	2.8	26 - 30	17.6	1500 - 1999	22.7
		31 - 35	15.8	2000 - 2499	10.8
		36 - 40	5.6	2500 - 3999	7.2
		45 - 50	2.8	4000 - 5999	3.6
		51 and up	0.9	6000 - 7200	1.8

Table 17

Percentage Distribution of Respondents' Initial Post-purchase Expectations of the Carpet

Measure of Expectation					
	Up to 5 yrs	Up to 10 yrs	Up to 15 yrs	Up to 20 yrs	Over 20 yrs
Life expectancy of carpet (n=96)	3.1%	56.3%	29.2%	6.3%	5.2%
	Fairly Well		Quite Well		Very Well
Expected ability to withstand traffic (n=109)	0.9%		7.4%		91.7%

Table 18

Percentage Distribution of Respondents' Initial Post-purchase Satisfaction with the Carpet[e] (n=77)

Measure of Satisfaction					
	Not Satisfied (1)	Somewhat Satisfied (2)	Neutral (3)	Satisfied (4)	Very Satisfied (5)
Satisfaction with the carpet	-	-	6.6%	25.9%	67.5%
	Not Sure at all (1)	Somewhat Sure (2)	Neutral (3)	Quite Sure (4)	Very Sure (5)
Assurance of best choice	2.6%	-	10.4%	44.2%	42.8%
	Not at all What Expected (1)	Somewhat What Expected (2)	Neutral (3)	Close to Expectation (4)	Exactly What I Expected (5)
Meeting of Expectations	1.3%	1.3%	2.6%	41.5%	53.3%

[e] Question answered only if carpet already installed.

A Pearson product-moment correlation analyses was used to determine if a correlation existed between measures of initial post-purchase satisfaction and measures of extent of pre-purchase search behavior.

The analyses (Table 19) show significant but weak, negative relationships between each measure of initial post-purchase satisfaction and the 'number of stores visited'. In each case a higher score was associated with visits to fewer stores. The strongest relationship existed between 'satisfaction with carpet' and the 'number of stores visited'.

Table 19 also shows a significant relationship between 'satisfaction with carpet' and the 'composite score of extent of search'. The Pearson product-moment correlation indicated that higher initial satisfaction with the carpet was associated with less extensive search. All other correlations are not significant.

One-way analysis of variance was used to test if a significant difference in initial post-purchase satisfaction existed between consumers who had an extended pre-purchase period and those who did not. No meaningful differences were indicated.

Null hypothesis 1a is thus partially rejected.

Type of Pre-purchase Search Behavior

Null Hypothesis 1b:

> No significant association exists between initial post-purchase satisfaction and type of pre-purchase search behavior.

Table 19

Correlation Between Respondents' Initial Satisfaction and Extent of Pre-purchase Search Behavior (Pearson r)

Measure of Satisfaction	Number of Stores Visited	Total Number of Store Visits	Number of Other Carpets Considered	Composite Score of Extent of Search
Satisfaction with carpet	r = -0.3157 p = 0.002**	r = -0.1861 p = 0.051	r = -0.1288 p = 0.132	r = -0.2476 p = 0.015*
Assurance of best choice	r = -0.1895 p = 0.049*	r = -0.0898 p = 0.219	r = 0.0015 p = 0.495	r = -0.1182 p = 0.055
Meeting of expectations	r = 0.2294 p = 0.022*	r = 0.0435 p = 0.354	r = 0.0243 p = 0.417	r = -0.0425 p = 0.357
Composite score of initial satisfaction	r = -0.3084 p = 0.004*	r = -0.0940 p = 0.210	r = -0.0523 p = 0.327	r = -0.1655 p = 0.077

* $p < .05$
** $p < .01$

A T-test was used to determine if significant differences in initial post-purchase satisfaction existed between consumers who did or did not use various sources of information (Table 20).

Table 20 shows significant differences were observed in two measures of initial post-purchase satisfaction between the consumers who used carpet salespeople as a source of information and those who did not. The consumers using carpet salespeople scored higher in both 'satisfaction with carpet' and 'meeting of expectations' than those who did not.

Table 20 also indicates a significant difference in 'satisfaction with carpet' between consumers who did or did not use friends and relatives as a source of information. Again, consumers who sought information from friends and relatives scored a higher level of satisfaction than those who did not.

No other significant differences were observed in Table 20. Therefore, this null hypothesis is partially rejected.

Several one-way analyses of variance were used to determine if significant differences in initial post-purchase satisfaction existed (i) between consumers who did or did not find various sources useful (Table 21); and (ii) among consumers listing different sources most useful, second most useful and third most useful (Table 22).

Table 21 shows a significant difference in two measures of initial post-purchase satisfaction ('satisfaction with carpet' and 'composite score of initial satisfaction') between consumers who did or did not find articles in newspapers and magazines helpful. Those consumers who found these sources helpful scored significantly higher in these satisfaction measures than those who did not.

Table 20

Differences (T-test) in Initial Post-purchase Satisfaction by Type of Pre-purchase Search: Source of Information Used

Measure of Satisfaction		Satisfaction With Carpet		Assurance of Best Choice		Meeting of Expectations		Composite Score of Initial Satisfaction	
		Mean	Prob. of T	Mean	Prob. of T	Mean	Prob. of T	Mean	Prob. of T
Salespeople	Yes	4.6471	0.050*	4.2687	0.605	4.5224	0.015*	4.4697	0.067
	No	4.2222		4.1111		3.8889		4.0741	
Friend/relative	Yes	4.7813	0.021*	4.1875	0.648	4.4375	0.980	4.4687	0.507
	No	4.4545		4.2791		4.4419		4.3730	
Magazine/ Newspaper ads	Yes	4.5000	0.379	4.4167	0.220	4.5417	0.418	4.4861	0.487
	No	4.6346		4.1569		4.3922		4.3800	
Television/ radio ads	Yes	4.3684	0.067	4.2105	0.863	4.2778	0.289	4.2593	0.216
	No	4.6667		4.2500		4.4912		4.4643	
Magazine/ Newspaper articles	Yes	4.5333	0.588	4.2069	0.835	4.4333	0.962	4.3793	0.752
	No	4.6136		4.2500		4.4419		4.4264	
Booklet/pamphlet	Yes	4.4762	0.313	4.1905	0.756	4.4762	0.794	4.3810	0.768
	No	4.6364		4.2593		4.4259		4.4277	
Labels/tags	Yes	4.5946	0.969	4.2432	0.947	4.4444	0.974	4.4167	0.940
	No	4.6000		4.2564		4.4500		4.4274	
Government agencies	Yes	4.6667	0.832	4.0000	0.296	3.6667	0.237	4.1111	0.382
	No	4.5890		4.4583		4.2639		4.4272	
Other places	Yes	4.7143	0.600	4.5714	0.297	4.8571	0.124	4.7143	0.184
	No	4.5857		4.2174		4.4058		4.3922	

* $p < .05$

Table 21

One-way analysis of variance for Initial Post-purchase Satisfaction by Type of Pre-purchase Search: Information Sources Considered Helpful

Information Considered Helpful		Satisfaction With Carpet		Assurance of Best Choice		Meeting of Expectations		Composite Score of Initial Satisfaction	
		Mean	Prob. of F	Mean	Prob. of F	Mean	Prob. of F	Mean	Prob. of F
Salespeople	Yes	4.6563		4.2540		4.5238		4.4677	
	No	4.5000	0.1364	4.5000	0.8215	4.5000	0.0539	4.5000	0.1940
	N/A	4.2222		4.1111		3.8889		4.0741	
Friend/relative	Yes	4.8750		4.2083		4.5417		4.5417	
	No	4.6667	0.0173*	4.1667	0.9252	4.6667	0.6460	4.5000	0.5323
	N/A	4.4545		4.2791		4.4419		4.3730	
Magazine/ Newspaper ads	Yes	4.5882		4.4118		4.5882		4.5294	
	No	4.4000	0.6965	4.4000	0.5212	4.4000	0.6447	4.4000	0.6857
	N/A	4.6346		4.1569		4.3922		4.3800	
Television/ radio ads	Yes	4.5000		4.4000		4.4444		4.4074	
	No	4.0000	0.0223*	3.8571	0.4241	4.4286	0.9951	4.0952	0.3115
	N/A	4.6667		4.2500		4.4912		4.4643	
Magazine/ Newspaper articles	Yes	4.6250		4.2609		4.5417		4.4638	
	No	3.7500	0.0236*	3.5000	0.2374	3.7500	0.1486	3.6667	0.0483*
	N/A	4.6136		4.2500		4.4419		4.4264	

continued . . .

Table 21 (continued)

One-way analysis of variance for Initial Post-purchase Satisfaction by Type of Pre-purchase Search: Information Sources Considered Helpful

Information Considered Helpful		Satisfaction With Carpet		Assurance of Best Choice		Meeting of Expectations		Composite Score of Initial Satisfaction	
		Mean	Prob. of F	Mean	Prob. of F	Mean	Prob. of F	Mean	Prob. of F
Booklet/pamphlet	Yes	4.5500		4.2500		4.5500		4.4500	
	No	3.0000	0.0268*	3.0000	0.3459	3.0000	0.1188	3.0000	0.0624
	N/A	4.6364		4.2593		4.4259		4.4277	
Labels/tags	Yes	4.6389		4.2500		4.4571		4.4381	
	No	-	0.7757	-	0.9748	-	0.9653	-	0.9377
	N/A	4.6000		4.2564		4.4500		4.4274	
Government agencies	Yes	4.6667		3.6667		4.0000		4.1111	
	No	-	0.8320	-	0.2366	-	0.2961	-	0.3823
	N/A	4.5890		4.2639		4.4583		4.4272	
Other places	Yes	4.7143		4.5714		4.8571		4.7143	
	No	-	0.6003	-	0.2971	-	0.1236	-	0.1842
	N/A	4.5857		4.2174		4.4058		4.3922	

* $p < .05$

Table 22

One-way analysis of variance for Initial Post-purchase Satisfaction by
Type of Pre-purchase Search: Information Sources Most Useful

Sources Considered Most Helpful	Satisfaction With Carpet		Assurance of Best Choice		Meeting of Expectations		Composite Score of Initial Satisfaction	
	Mean	Prob. of F	Mean	Prob. of F	Mean	Prob. of F	Mean	Prob. of F
Most Useful		0.3560		0.3454		0.0991		0.2393
Salespeople	4.7188		4.1875		4.5938		4.5000	
Friend/relative	4.5000		4.2500		4.2500		4.3333	
Magazine/newspaper ads	4.0000		4.0000		4.0000		4.0000	
Television/radio ads	4.6000		4.6000		3.7500		4.2500	
Magazine/newspaper articles	4.0000		5.0000		4.0000		4.3333	
Booklet/pamphlet	5.0000		5.0000		5.0000		5.0000	
Labels/tags	4.3333		4.1111		4.3333		4.2593	
Government agencies	4.6667		3.6667		4.0000		4.1111	
Other places	4.6667		4.5000		4.8333		4.6667	
2nd Most Useful		0.3942		0.0423*		0.4976		0.1543
Salespeople	4.4545		4.2727		4.3636		4.3636	
Friend/relative	4.8333		4.3333		4.1667		4.4444	
Magazine/newspaper ads	4.8571		4.8571		4.8571		4.8571	
Television/radio ads	-		-		-		-	
Magazine/newspaper articles	4.5000		3.8333		4.5000		4.2778	
Booklet/pamphlets	4.7143		4.2857		4.5714		4.5238	
Labels/tags	4.6667		4.5000		4.6364		4.5758	
Government agencies	-		-		-		-	
Other places	4.0000		3.5000		4.0000		3.8333	

continued . . .

Table 22 (continued)

One-way analysis of variance for Initial Post-purchase Satisfaction by Type of Pre-purchase Search: Information Sources Most Useful

Sources Considered Most Helpful	Satisfaction With Carpet		Assurance of Best Choice		Meeting of Expectations		Composite Score of Initial Satisfaction	
	Mean	p	Mean	p	Mean	p	Mean	p
3rd Most Useful		0.7510		0.4538		0.7740		0.8037
Salespeople	4.7143		4.5714		4.0000		4.3889	
Friend/relative	5.0000		4.4000		4.8000		4.7333	
Magazine/newspaper ads	4.6000		4.4000		4.6000		4.5333	
Television/radio ads	4.5000		4.5000		4.5000		4.5000	
Magazine/newspaper articles	4.4286		4.2857		4.7143		4.4762	
Booklet/pamphlet	4.3333		4.8333		4.3333		4.1667	
Labels/tags	4.5000		3.7500		4.5000		4.2500	
Government agencies	-		-		-		-	
Other places	4.5000		4.2500		4.5000		4.4167	

* $p < .05$

A significant difference was also observed in 'satisfaction with carpet' between consumers finding carpet booklets and pamphlets helpful and those who did not.

Probability figures in Table 21 suggest that an association existed between 'satisfaction with carpet' and the reported helpfulness of the information source friends and relatives and ads on television and radio. However, as indicated by the means (Table 21), the "significant" differences are meaningless as the differences occur between the groups responding "yes" and "not applicable", and, "no" and "not applicable" respectively.

No other meaningful differences were observed in Table 21. Therefore, the null hypothesis 1b is only partially rejected.

Table 22 outlines the One-way analysis of variance for initial post-purchase satisfaction measures and information sources considered most useful. Only one analysis (second most useful/assurance of best choice) yielded a significant difference. Consumers listing magazine and newspaper ads as second most useful scored significantly higher on 'assurance of best choice' than did respondents consumers who listed other places. However, the Scheffé range test indicated no difference between groups at the 0.100 level.

For this one analysis the null hypothesis is rejected. No other meaningful differences were observed in Table 22 and the null hypothesis is thus mostly accepted.

Initial Post-purchase Expectations

Null Hypothesis 2:

No significant association exists between initial post-purchase expectations and

a. consumer awareness of the CCI label and pamphlet

b. consumer understanding of the CCI label and pamphlet

c. consumer use of the CCI label and pamphlet.

Table 23 shows the results of Chi-square analyses performed to test null hypothesis 2a. There was no significant association observed between the respondents' awareness of the CCI label and/or pamphlet and initial post-purchase expectations. Thus, null hypothesis 2a is accepted.

As there were only thirty-three respondents who reported seeing the label and/or pamphlet and thus responded to items measuring understanding and use, null hypotheses 2b and 2c could not be tested for lack of data. Therefore, no conclusion can be drawn as to the acceptance or rejection of these null hypotheses.

Initial Post-purchase Satisfaction

Null Hypothesis 3:

No significant association exists between initial post-purchase satisfaction and

a. consumer awareness of the CCI label and pamphlet

b. consumer understanding of the CCI label and pamphlet

c. consumer use of the CCI label and pamphlet.

Table 23

Association (Chi-square) Between Respondents' Awareness of CCI Label/Pamphlet and Initial Post-purchase Expectations

Measure of Expectations	Observation of Label	Identification of Information	Observation of Pamphlet
Expected life of carpet	$p = 0.6700$	$p = 0.7048$	$p = 0.0861$
Expected ability to withstand traffic	$p = 0.4790$	(see note[f])	$p = 0.8479$

$p < .05$

[f] No statistical computation was possible as all consumers responding to the items measuring identification of information on the CCI label expected the carpet to withstand the traffic very well.

One-way analyses of variance were used to test null hypothesis 3a. The analyses (Table 24) shows no significant differences in any of the four measures of initial post-purchase satisfaction between those respondents who did nor did not observe and/or correctly describe the information on the CCI label and/or pamphlet. (The difference indicated in the 'meeting of expectations' measure between those respondents who did or did not observe the pamphlet is not really meaningful since the difference is between groups responding "yes" and "no" and the one respondent for whom the response was "unsure".)

Thus, null hypothesis 3a is accepted. Null hypotheses 3b and 3c were not tested due to an inadequate number of responses to items on understanding and use. Therefore, no conclusions may be drawn as to the acceptance or rejection of null hypotheses 3b and 3c.

Demographic Factors and Respondents' Awareness, Understanding and Use of CCI Label/Pamphlet

Null Hypothesis 4:

4. a. No significant association exists between awareness of the CCI label and pamphlet and the respondents':
    - (i) sex
    - (ii) age
    - (iii) education
    - (iv) occupation
    - (v) income.

Table 24

One-way analysis of variance for Respondents' Awareness of CCI Label/ Pamphlet by Initial Post-purchase Satisfaction

Awareness of CCI Label/Pamphlet		Satisfaction With Carpet		Assurance of Best Choice		Meeting of Expectations		Composite Score of Initial Satisfaction	
		Mean	p	Mean	p	Mean	p	Mean	p
Observation of Label	Yes	4.6667	0.2641	4.1304	0.6682	4.2609	0.3378	4.3182	0.3484
	No	4.8125		4.4375		4.6875		4.6458	
	Don't Know	4.4400		4.2000		4.4400		4.3600	
	Not Applicable	4.7143		4.4286		4.5714		4.5714	
Identification of Information	Total	4.6250	0.9686	4.2500	0.9002	4.3750	0.8249	4.4167	0.8942
	Partial	4.5000		4.0000		4.5000		4.3333	
	No	4.5556		4.1111		4.1111		4.2593	
Observation of Pamphlet	Yes	4.8000	0.6746	4.4000	0.6853	4.4000	0.0023**	4.5333	0.4047
	No	4.5294		3.9375		4.4118		4.2708	
	Unsure	5.0000		4.0000		1.0000		3.3333	

** $p < .01$

b. No significant association exists between understanding of the CCI label and pamphlet and the respondents':

   (i) sex
   (ii) age
   (iii) education
   (iv) occupation
   (v) income.

c. No significant association exists between use of the CCI label and pamphlet and the respondents':

   (i) sex
   (ii) age
   (iii) education
   (iv) occupation
   (v) income.

Chi-square analyses were used to test null hypothesis 4a (Table 25). In order to carry out the analyses, categories within the demographic factors age, education and occupation had to be combined as there were cases in which the expected cell frequencies were less than five. Six categories of age were combined to three; five levels of education were combined to two; and eighteen categories of occupation were combined to form three groups.[1]

---

[1] Age: Category 1 - 24 years and under and 25 years to 34 years
2 - 35 years to 44 years and 45 years to 54 years
3 - 55 years to 64 years and over 65 years

Education: Category 1 - completed high school or less
2 - completed some or all post secondary school

Occupation: See Appendix K for category breakdown.

Table 25

Association (Chi-square) Between Respondents' Awareness of CCI Label/Pamphlet and Demographic Factors

Demographic Factor	Observation of Label	Identification of Information	Observation of Pamphlet
Sex			
Respondent 1	p = 0.9227	p = 0.5577	p = 0.5024
Respondent 2	0.7314	0.3100	1.0000
Age			
Respondent 1	0.1905	0.1929	0.2173
Respondent 2	0.4830	0.0162*	0.4321
Education			
Respondent 1	0.7578	0.0071**	0.2419
Respondent 2	0.3150	0.0633	0.5089[g]
Occupation			
Respondent 1	0.8912	0.8840	0.5731
Respondent 2			
Total Family Income	0.7524	0.2795	0.4128

* $p < .05$

** $p < .01$

[g] Represents results of Fisher's exact test (2-tailed) since three out of four of the valid cells had expected cell frequencies of less than 5.

A significant association existed between the respondents' identification of the information on the CCI label and the age group of the secondary respondents. A larger percentage of the respondents in the youngest age group (34 years and younger) correctly identified the information on the label than was the case for the other two groups.

The results of the analyses (Table 25) also show a highly significant association (p=0.0071) between consumer identification of the information and the education level of the primary respondents. Respondents with education beyond that of secondary school correctly identified the information on the label more often than did respondents with secondary education or less.

No meaningful association existed between consumer awareness of the label and/or pamphlet and sex, occupation and income. Thus, null hypothesis 4a was only partially rejected. Null hypotheses 4b and 4c were not tested due to insufficient data.

Lifestyle Factors and Respondents' Awareness, Understanding and Use of CCI Label/Pamphlet

Null Hypothesis 5:

No significant association exists between lifestyle variables and

a. consumer awareness of the CCI label and pamphlet

b. consumer understanding of the CCI label and pamphlet

c. consumer use of the CCI label and pamphlet.

One-way analyses of variance (Table 26) were used to determine if a significant difference existed in lifestyle scores among consumers

Table 26

One-way analysis of variance for Respondents' Awareness of CCI Label/ Pamphlet by Lifestyle Factors

Lifestyle Factor	Code	Observation of Label		Observation of Pamphlet	
		Mean	Prob. of F	Mean	Prob. of F
Opinion Leader	Yes	2.7011	0.8222	2.8889	0.0754
	No	2.6667		2.6364	
	Unsure	2.8172		1.0000	
	Not Applicable	2.5833		-	
Price Conscious	Yes	2.4968	0.2097	2.4333	0.9700
	No	2.5652		2.4783	
	Unsure	2.1742		2.6000	
	Not Applicable	2.2500		-	
Homebody	Yes	2.4667	0.8717	2.4583	0.5661
	No	2.6087		2.4891	
	Unsure	2.5081		3.0000	
	Not Applicable	2.5000		-	
Self-Confident	Yes	2.3419	0.3314	2.3000	0.7343
	No	2.4087		2.4083	
	Unsure	2.6437		2.8000	
	Not Applicable	2.4286		-	

continued . . .

Table 26 (continued)

One-way analysis of variance for Respondents' Awareness of CCI Label/ Pamphlet by Lifestyle Factors

Lifestyle Factor	Code	Observation of Label		Observation of Pamphlet	
		Mean	Prob. of F	Mean	Prob. of F
Fashion Conscious	Yes	2.5726		2.7708	
	No	2.6406	0.4222	2.5435	0.0858
	Unsure	2.5766		1.7500	
	Not Applicable	2.8281		-	
Information Seeker	Yes	2.6609		2.7222	
	No	2.9028	0.5268	2.7540	0.0719
	Unsure	2.8000		1.3333	
	Not Applicable	2.6429		-	
Compulsive Housekeeper	Yes	2.5083		2.2917	
	No	2.1136	0.2362	2.4583	0.6836
	Unsure	2.1970		-	
	Not Applicable	2.5714		-	
Dislikes Housekeeping	Yes	3.3417		3.5417	
	No	3.7500	0.4082	3.2391	0.1883
	Unsure	3.5313		5.0000	
	Not Applicable	3.2813		-	

continued . . .

Table 26 (continued)

One-way analysis of variance for Respondents' Awareness of CCI Label/
Pamphlet by Lifestyle Factors

Lifestyle Factor	Code	Identification of Information Mean	Identification of Information Prob. of F
Opinion Leader	Total	2.7333	
	Partial	2.5667	0.8293
	No	2.7778	
Price Conscious	Total	2.4933	
	Partial	2.2667	0.8682
		2.4800	
Homebody	Total	2.5000	
	Partial	2.4250	0.4037
	No	2.4800	
Self-Confident	Total	2.2933	
	Partial	2.6000	0.6303
	No	2.4200	
Fashion Conscious	Total	2.6083	
	Partial	2.5417	0.9621
	No	2.6250	
Information Seeker	Total	2.8333	
	Partial	2.4444	0.4313
	No	2.5667	

continued . . .

Table 26 (continued)

One-way analysis of variance for Respondents' Awareness of CCI Label/ Pamphlet by Lifestyle Factors

Lifestyle Factor	Code	Identification of Information	
		Mean	Prob. of F
Compulsive Housekeeper	Total	2.4333	0.7653
	Partial	2.0000	
	No	2.3611	
Dislikes Housekeeping	Total	3.2833	0.7104
	Partial	3.7500	
	No	3.5000	

$p < .05$

who did or did not observe, and/or correctly identify the information on the label and/or pamphlet.

No meaningful differences were observed. Thus, null hypothesis 5a is accepted. Null hypotheses 5b and 5c were not tested due to insufficient data.

Respondents' Experience with Carpets and Awareness, Understanding and Use of CCI Label/Pamphlet

Null Hypothesis 6:

> No significant association exists between consumer experience and
>
> a. consumer awareness of the CCI label and pamphlet
>
> b. consumer understanding of the CCI label and pamphlet
>
> c. consumer use of the CCI label and pamphlet.

Chi-square analyses were used to test null hypotheses 6a (Table 27). No meaningful associations were found. Thus, null hypothesis 6a is accepted. Null hypotheses 6b and 6c were not tested due to insufficient data.

Retailer Attitude and Respondents' Awareness, Understanding and Use of CCI Label/Pamphlet

Null Hypothesis 7:

> No significant association exists between retailer attitude and
>
> a. consumer awareness of the CCI label and pamphlet

Table 27

Association (Chi-square) Between Respondents' Awareness of CCI Label/Pamphlet and Respondents' Experience with Carpets

Experience Factor	Observation of Label	Identification of Information	Observation of Pamphlet
Existence of a previous carpet	p = 0.1496	p = 0.2818	p = 0.1716
Satisfaction with performance of previous carpets	0.1204	0.6743	0.2467
Similariety of new carpet to old	0.4852	0.2072	0.1929
Number of previous purchases	0.9658	0.5503	0.1678
Date of last purchase	0.9438	0.5423	0.1041

$\underline{p} < .05$

b. consumer understanding of the CCI label and pamphlet

c. consumer use of the CCI label and pamphlet.

Chi-square analyses were used to test null hypothesis 7a (Table 28). A highly significant association existed between the respondents' identification of the information on the CCI label and the type of retail store. A large proportion of the respondents from department store A and from the smaller independents correctly identified the information on the label. A very small percentage of respondents from the large independents identified the information. No respondents from the department stores B answered the question because they did not report having seen the CCI label.

A significant association existed between the respondents' ability to correctly identify the label information and the retailer's attitude towards the CCI labelling program. Respondents who purchased their carpet from department store A, a retailer who strongly supported the CCI labelling program, were much more apt to correctly identify the label information. There were only a few respondents from the other stores, whose attitude toward the program was less favourable, able to identify the information.

Null hypothesis 7a is therefore rejected with respect to 'identification of information' and accepted with respect to the reported 'observation of the label and pamphlet'. Null hypotheses 7b an 7c were not tested due to insufficient data.

Table 28

Association (Chi-square) Between Respondents' Awareness of CCI Label/Pamphlet and Retailer Attitude

Retailer Measure	Observation of Label	Identification of Information	Observation of Pamphlet
Retailer type	p = 0.3099	p = 0.0009***	p = 0.1625
Retailer attitude	0.3281	0.0185*	0.4127

* $p < .05$
*** $p < .001$

CHAPTER V

DISCUSSION

This chapter will consider the findings outlined in Chapter IV related to the objectives of the study and the literature reviewed. It will also serve to illustrate the use of the Engel-Blackwell-Kollat (1978) model of consumer behavior in defining the carpet consumer's decision-making process. Concentration in this study was on the search stage of the process.

Stated Importance of Performance/Appearance Retention

The first objective was to determine the stated importance of performance/appearance retention as an evaluative criterion in purchasing carpet.

As was the case with Anderson's (1977) findings, a variety of features were mentioned by the respondents as having been considered during the pre-purchase search (Table 8). The two features mentioned most frequently were colour (96 respondents) and price (94 respondents). Durability, which was one of the study's criteria of performance, was mentioned less often (84 respondents). Appearance retention per se was not mentioned, but the researcher assumes that for the respondents this characteristic is included in durability. Fiber and store were cited by approximately half of the sample.

The importance of colour support Anderson's (1977) findings, namely that the subjective product attributes were more salient to carpet buyers than the functional or objective attributes such as durability and fiber.

Although not considered a determinant respondents nevertheless reported seeing fiber type on the samples more frequently than any other information (Table 12).

The CCI label focuses on the attribute performance/appearance retention. Approximately 40 percent of the respondents who reported seeing the CCI label correctly described it as containing such information (Table 13). A further 35 percent noted the information in part. It appears the label information did not make a lasting impression on the other 25 percent.

Extent and Type of Pre-purchase Search Behavior

The second objective was to determine the extent and type of pre-purchase search behavior. The following is a general overview of extent and type of search.

The Engel-Blackwell-Kollat (1978) model of consumer behavior considers certain factors that affect extent of search. Pertinent to this study are such factors as the extent of the pre-purchase period, the lapse of time between purchases, and the consumer's experience with the product.

Over half of the respondents in this study spent 30 days or less shopping for their carpet. Half of these respondents spent seven days or less (Table 9). Ferber (1955) questions how far in advance consumers plan the purchase of a durable product. Over 50 percent of the respondents had not bought a carpet for at least five years or had never bought one before (Table 7). And, a large proportion (44.4%) of the sample had not moved in the last ten years. In keeping with consumer behavior theory and other findings (Engel-Blackwell-Kollat, 1978; Anderson, 1977; Westbrook and Fornell, 1979) one might have expected a more extensive search period.

A further consideration in the extent of search is the perceived risk involved in the purchase (Cox, 1967; Hustad, 1973). The actual carpet purchases represented a major household investment (Table 16). A large proportion of the respondents expected the life of the carpet to be 10 to 15 years. Considering the time frame the consumer expects to live with the product, the respondents appeared to perceive little risk in their purchase choice and were content with a relatively short pre-purchase search.

The researcher suspects that respondents tended to understate the search period reported. Indeed, further researchers might explore the possible existence of two seach periods: one period of less intense search leading up to the decision process; and the other period of more intense search to which respondents were likely referring.

Three findings on sources of information (Tables 20 to 22) analogous to that of Anderson's (1977) were: (1) the respondents referred to a variety of information sources; some sources were of greater importance than others; and the carpet salesperson (consulted by 85 percent of the respondents) was the dominant source. Labels and tags, and friends and relatives were each used by about half as many respondents as the carpet salesperson. While carpet salespeople were considered the primary source of information, less than half of the respondents ranked them most useful. A large proportion of the respondents using labels and tags, and friends and relatives felt they were helpful information sources, but very few considered them most useful (Table 10).

Government agencies were the least sought-after information source which suggests support for the findings of Engledow et al (1979) that consumers were skeptical of information published by consumer agencies and public institutions and challenged Consumer Reports. Anderson (1977) also reported a lack of use of neutral information sources. Perhaps this is due to information from these sources being least readily available and often costing money. The lack of use could be a result of the consumers unwillingness to expend the effort necessary to consult these sources. These media also ranked lowest in perceived usefulness. This reflects the findings of Wilkie and Farris (1976) who proposed that the stress on consumer cognition could cause a lack of information seeking due to a lack of search ability.

The limited use of labels and tags may also be explained by a lack of understanding of the information (as proposed by Horne, 1980). Jacoby, Chestnut and Silberman (1977) purported that a problem leading to misunderstanding and disregard of labels was the result of information overload. The researcher did observe numerous labels with excessive information.

A more specific goal of objective two was to investigate the respondent's pre-purchase awareness, understanding and use of the CCI label and pamphlet. It further sought to determine the extent of credibility and perceived usefulness attached to the CCI label and pamphlet, and the perceived adequacy of the information.

Approximately three-quarters of the few respondents who reported seeing the label (Table 13) were able to identify the purpose at least to some extent; and the majority were able to understand the information. The majority of these respondents gave some credence to the label information and felt it had affected their choice. An explanation for this may be that these respondents were able to comprehend the simple, objective, product information and apply it to their intended needs.

The findings of usefulness of the CCI label differ from those concerning labels and tags in general. This could be attributed to the information format which affects the way consumers acquire and process information (Bettman and Zins, 1979). Of the respondents who reported seeing the label the majority understood the simple message and felt the information was sufficient.

Durability is a difficult criterion for a consumer to assess, and perhaps the stressing of such an apparently salient item like performance had an obvious positive effect (Anderson, 1977). Sproles, Geistfeld and Badenhop (1980) contend that objective product information, uncluttered with additional information, is the best.

Factors Affecting Consumer Awareness, Understanding and Use of the CCI Label/Pamphlet

The third objective was to determine the effect on consumer awareness, understanding and use of the CCI label and pamphlet of the following factors: demographic and lifestyle variables, consumers' carpet experience and the retailer's attitude toward the labelling program.

Demographic and Lifestyle Variables

Certain demographic characteristics did result in greater awareness of the label. Respondents in the younger age group and those with some or all post-secondary school education scored higher in awareness of the label. These findings support those of Engel-Blackwell-Kollat (1978), Westbrook and Fornell (1979), Kiel and Layton (1981), Locander and Hermann (1979), Arbaugh (1974) and Anderson (1977). Skaggs (1973) also found an association between consumer awareness of care labels and level of education.

No significant associations were found between lifestyle characteristics and the respondents' awareness of the label; however, a marginal association was found between 'information seeker' and 'observation of the pamphlet'. This finding indicates some support for Anderson's (1977) findings that information seekers were concerned with information on performance, care and content.

Experience with Carpets

The respondents' experience with carpets had no significant effect on the awareness of the label or pamphlet.

The majority of the respondents considered none or only one other carpet. Since a large proportion of them had been dissatisfied with the performance of their previous carpet, and considering the perceived risk factor of the expenditure and the expected life of the carpet, it would seem they would engage in a more extensive search

Retailer attitude

The respondent' awareness of the CCI label was affected strongly by the retailer's attitude and type of retail store. These observations supported those of Anderson (1977) and McNeill and Wilkie (1979). Those retailers supporting the program considered the CCI label a useful selling tool and promoted it both in-store and through store advertising. Thus, consumer awareness of the program was increased.

Initial Expectations and Satisfaction

The fourth objective was to determine, in general, if a relationship existed between extent and type of pre-purchase search and initial expectations of and satisfaction with carpet performance.

This research confirmed that of Anderson (1977) namely that consumers' feelings of satisfaction are influenced by extent and type of pre-purchase search behavior.

With each of the four measures of initial satisfaction respondents scored higher in satisfaction with the carpet by shopping in fewer stores. Perhaps this finding is related to Cox's (1967) work suggesting that infrequent shopping visits (ie less extensive search) led to more satisfied consumers who have adopted simplified decision rules in complex choice situations. Similarly Hustad (1973) proposes that extensive search is avoided where the consumer perceived the concept involved as difficult.

One explanation for the less extensive store search may be that since price was one of the most important features considered, respondents watched for a price they could afford. They assumed a certain level of durability and quality in a particular price point, chose their colour, and bought. This assertion was confirmed by several respondents during the telephone interview.

The findings of the study showed a relationship existing between the type of pre-purchase search and initial satisfaction: statistical analysis indicated consumers using magazine and newspaper articles, booklets and pamphlets were more satisfied with the carpet. It could be presumed that the information in the print was that of product information thus supporting consumer behavior theory that use of product information when evaluating alternatives would aid the consumer in making a wise choice. This in turn would reduce post-purchase dissatisfaction. This finding is interesting in light of the fact that few respondents considered these same sources of information useful.

Objective four was also to determine if a relationship existed between the respondents' awareness, understanding and use of the CCI label and pamphlet, and initial expectations of and satisfaction with carpet performance.

No association was found between the respondents' awareness of the label and their initial expectations. However, a very significant relationship existed between awareness of the CCI pamphlet and the satisfaction measure 'meeting of expectations'.

Sproles and Geistfeld (1978) found that both durability and performance were quoted the most frequently as problems bringing about dissatisfaction with carpet. It appears the product information (referring to performance/appearance rentention) on the pamphlet may have assisted the few respondents in making a satisfactory purchase.

Limitations of the Study

Environmental influences affected the ability to carry out a complete and effective study. A recession existed throughout the country making consumers more conscious of what and how they spent. The economic climate prohibited the researcher securing financial support and retailer participation. The researcher had difficulty obtaining a consumer sample from retailers primarily due to the fact that a limited amount of money was being spent on consumer goods thus limiting consumer indulgence in a major household expenditure, carpet.

Also, as a result of the recession the researcher considers that retailer inventory investment may have been restricted, affecting the selection of carpets available and thus the consumer's extent of search.

A major limitation of the study was the number of respondents who actually answered a large proportion of the questionnaire. Only a few respondents (33) reported seeing the label, and were therefore eligible to answer the questions pertaining to the understanding and use of the CCI label and/or pamphlet. Due to the limited number of respondents who reported seeing the label, statistical analysis of hypotheses relating to understanding and use of the label was not possible.

A relatively large number of respondents (44 out of 109) were procured from department store A. Although the study did not establish the effect this factor may have had on the findings of the survey, it is a consideration for bias.

CHAPTER VI

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The purpose of this study was to determine the extent and type of pre-purchase search behavior of carpet consumers and the effect of this behavior on initial post-purchase expectations of and satisfaction with the carpet. Specific focus was on consumer awareness, understanding and use of the CCI label and pamphlet. The Engel-Blackwell-Kollat (1978) consumer behavior model was the conceptual framework for the study.

A total of 203 consumers in the Edmonton area were contacted of which 109 respondents participated in the initial telephone interview and completion of the questionnaire.

The findings indicated the two product attributes color and price were the most frequently sought after features. Durability was of lesser importance and appearance retention was not mentioned. Although fiber was not reported by the respondents as being helpful or useful information, it was identified by the majority of the respondents as having been observed most frequently on manufacturers' labels.

The respondents conducted a relatively limited search considering the perceived risk involved with the purchase. The respondents scored a higher level of satisfaction with a less extensive store search.

The type of search was characterized by a variety of information sources being consulted, some sources considered more important than others, and the carpet salesperson ranked as the primary source.

Manufacturers' labels were the most frequently observed labels. The CCI label and pamphlet were observed by a very few respondents. However, of those that did see the label, the majority identified the purpose and understood the information.

Demographic and lifestyle characteristics, and respondents' experience with carpet had little meaningful effect on the respondents' awareness and use of the CCI label and/or pamphlet.

Retailer attitude significantly affected the respondents' awareness of the CCI label. Support by the retailer for the CCI labelling program increased the respondents' awareness and understanding of the CCI label.

No meaningful difference in initial post-purchase expectations were noted between respondents who were and were not aware of the CCI label or pamphlet. Respondents who were aware of the CCI pamphlet did score higher in initial post-purchase satisfaction than those who did not.

The data was statistically analyzed with the following tests: One-way analysis of variance, Chi-square and Pearson's product moment correlation coefficient. The results provided some support for the Engel-Blackwell-Kollat (1978) theory of consumer behavior for the search stage. Factors that affected the carpet respondents' search behavior were: extent of search (pre-purchase period, lapse of time between purchases, perceived risk); type of search (sources and use of information); certain demographic characteristics; and store (retailer type and attitude).

Conclusions

The first objective, to determine the stated importance of performance/appearance retention as evaluative criteria was achieved to some extent. Durability was mentioned less often than were color and price attributes. "Appearance retention" was not mentioned at all. Thus it may be concluded that durability, a performance-oriented or functional attribute, although considered, may not be as determining a factor as color or price.

Objective two, to determine the extent and type of pre-purchase search behavior was studied, both generally and more specifically focusing on the awareness and use of the CCI performance label and pamphlet. The respondents conducted a relatively limited search. They visited few stores and shopped for a comparatively short period of time. The perceived risk involved with the purchase did not seem to be a meaningful deterrent.

Three general conclusions drawn from the findings and supported by those of Anderson (1977) are as follows: a variety of information sources were used; some sources were of greater importance than others; and the carpet salesperson was the primary information source. Respondents considered the salesperson helpful, but only half of the respondents using salespeople as an information source considered them to be most useful.

Few consumers considered consumer-oriented or neutral sources helpful or useful in making their choice.

Of particular concern in this study was the use of labels and tags, and booklets and pamphlets. The majority of the respondents reported seeing manufacturers' labels. The information on these labels that was most frequently mentioned was fiber content.

With respect to the awareness and use of CCI label and pamphlet, only a small group of respondents (33) reported seeing the CCI label. However, of those respondents, three-quarters of them were able to identify the purpose and the majority understood the information.

A large proportion of the respondents who reported seeing the label considered the information credible and felt the label had affected their choice.

Objective three, to determine the effect on awareness and use of the CCI label of demographic and lifestyle variables, consumer's experience and retailer attitude toward the program, was accomplished in part.

Demographic and lifestyle variables were not a major determinant in awareness and understanding of the CCI label and/or pamphlet. Respondents in the younger age group and those respondents with higher education scored somewhat higher in awareness of the label.

The respondents' experience with carpets had no effect on awareness of the CCI label or pamphlet. There was, however, a significant association found between consumer's awareness of the label and retailer attitude. Particularly in the case of respondents who had shopped at department store A, there was a high awareness of the CCI label and/or pamphlet.

The fourth objective, to determine if a relationship existed between extent and type of pre-purchase search and initial expectations of and satisfaction with carpet performance was met.

Respondents scored higher on the four measures of initial satisfaction with a less extensive store search. Those respondents considering magazine and newspaper articles and booklets and pamphlets helpful were more satisfied with their carpet than those who did not.

With respect to awareness and use of the CCI label and pamphlet, those respondents who reported seeing the pamphlets experienced a higher score in the satisfaction measure 'meeting of expectations'.

The Engel-Blackwell-Kollat (1978) model of consumer behavior served as a useful guide in developing hypotheses; although not all aspects of the Engel-Blackwell-Kollat (1978) model were supported, some of the findings supported it at least in part.

Recommendations

CCI Labelling Program

The small proportion of respondents who reported seeing the label should not suggest the discontinuance of the program. Rather, since the findings suggest some evidence that those who saw and used the label found it helpful and were more satisfied with the carpet, promotional efforts should be increased to make more consumers aware of the program.

This could be accomplished in the following manner.

1. Implementation of an educational program to ensure consumers' attention to, use and benefit of the program (Anderson, 1977). Members of the Canadian Carpet Institute should allocate dollars strictly for the promotion of the program in a creative and imaginative format.
2. Keep the program simple. Make use of illustrative material rather than lengthy explanations.
3. Set up a schedule to monitor the program and its success on a regular basis (Edwards, 1980).
4. Increase advertising in Canadian womens' magazines (Chatelaine and Homemaker).
5. Concentration of promotional dollars should be at the store level by:
    a) educating the carpet salesperson about the use and benefits of the program,
    b) providing illustrative point-of-purchase information (posters, pamphlets).

With the influence of the carpet salesperson and the backing of store management for the CCI labelling program, a store could have a very positive differential advantage over its competitors.

Future research

Future investigation of the following could aid in understanding carpet consumers' search behavior and provide suggestions for promotion of the labelling program.

1. What were the consumers' reasons for shopping for carpet, and does this have an effect on search behavior?

2. Do at least two periods of external search exist: a period of less intense search leading to the decision process, and another or more intense search during the decision process?

3. For what specific information is the consumer looking?

4. What is the consumer's level of sophistication with respect to carpets?

5. What is the effect of retailer participation and management support in such a program on:

    a) consumers' awareness, understanding and use of a labelling program,

    b) retailer's sales volume,

    c) retailer's dominance in and share of the marketplace?

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APPENDICES

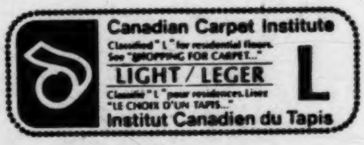
APPENDIX A

Canadian Carpet Institute Classification Label

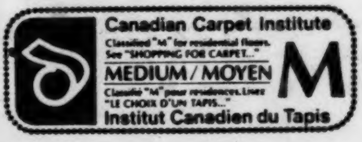
CANADIAN CARPET INSTITUTE LABEL - LIGHT - MEDIUM - PLUS

What does the label look like?

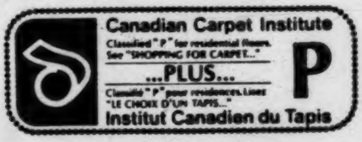
Each of the labels is illustrated below. The symbols "**L**, **M** and **P**" represent the words Light, Medium and Plus and indicate how well a carpet can be expected to retain its appearance.


Canadian Carpet Institute
Classified "L" for residential floors.
See "SHOPPING FOR CARPET..."
LIGHT / LEGER
L
Classifié "L" pour résidences. Lisez
"LE CHOIX D'UN TAPIS..."
Institut Canadien du Tapis

LIGHT: With regular care, the carpet can be expected to keep good appearance for a minimum of three years.*


Canadian Carpet Institute
Classified "M" for residential floors.
See "SHOPPING FOR CARPET..."
MEDIUM / MOYEN
M
Classifié "M" pour résidences. Lisez
"LE CHOIX D'UN TAPIS..."
Institut Canadien du Tapis

MEDIUM: With regular care, the carpet will keep good appearance in heavier traffic for a longer time than the "L" label.

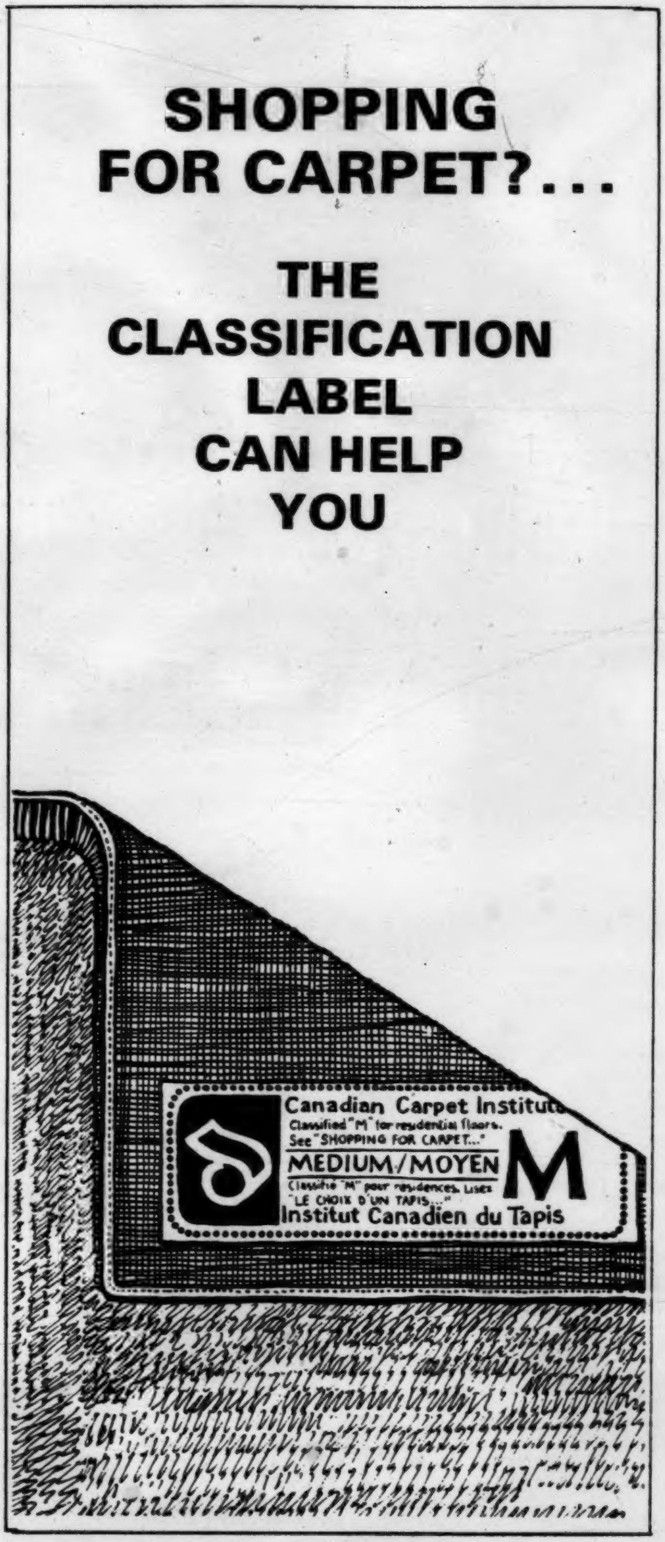

Canadian Carpet Institute
Classified "P" for residential floors.
See "SHOPPING FOR CARPET..."
...PLUS...
P
Classifié "P" pour résidences. Lisez
"LE CHOIX D'UN TAPIS..."
Institut Canadien du Tapis

PLUS: With regular care, the carpet can be expected to give the best appearance retention.

APPENDIX B

Canadian Carpet Institute's Informative Label Pamphlet

CANADIAN CARPET INSTITUTE INFORMATIVE LABEL PAMPHLET



SHOPPING
FOR CARPET?...

THE
CLASSIFICATION
LABEL
CAN HELP
YOU

Canadian Carpet Institut
Classified "M" for residential floors.
See "SHOPPING FOR CARPET..."
MEDIUM/MOYEN
M
Classifié "M" pour résidences. Lisez
"LE CHOIX D'UN TAPIS..."
Institut Canadien du Tapis

APPENDIX C

Letter of Introduction to the Retailers - Forms A and B

FORM A

FACULTY OF HOME ECONOMICS
THE UNIVERSITY OF ALBERTA • EDMONTON, CANADA • T6G 2M8
403 • 432 • 3824

To: Retail Carpet Sales Personnel

We greatly appreciate your assistance in helping us obtain a sample of carpet buyers for our research on the effectiveness of the CCI performance label as an information source for consumers.

Here is all that we ask of you. Please:

1. After you have completed a carpet sale, ensure that the customer receives a copy of our letter to consumers (copy attached) and ask that he/she/they read it.
2. For each customer, complete a Carpet Information Record.
3. Save all of the completed Records for us - we will collect them every few days.

Sincerely,

Betty Crown
Betty Crown, Ph.D.
Associate Professor and Chairperson
Clothing and Textiles Department

Linda Hartman
Linda Hartman
M.Sc. Candidate and Research Assistant

BC/ka
Att:

FORM B

403 · 432 · 3824

FACULTY OF HOME ECONOMICS
THE UNIVERSITY OF ALBERTA · EDMONTON, CANADA · T6G 2M8

To: Retail Carpet Sales Personnel

We greatly appreciate your assistance in helping us obtain a sample of carpet buyers for our research on the effectiveness of the CCI performance label as an information source for consumers.

Here is all that we ask of you. Please:

1. After you have completed a carpet sale, ensure that the customer receives a copy of our letter to consumers (copy attached) and ask that he/she/they take a minute to read it.
2. If your customer agrees to participate in our study,
   - (a) detach the second page containing the customer's name and address, and
   - (b) complete the Carpet Information Record on the same page. (Note: where we have asked for quantity and price, we prefer these to be quoted in square meters rather than square yards, assuming you sell carpet by the square meter.)
3. Save all of the completed Records for us - we will collect them every few days.

Sincerely,

Betty Crown
Betty Crown, Ph.D.
Associate Professor and Chairperson
Clothing and Textiles Department

Linda Hartman
Linda Hartman
M.Sc. Candidate and Research Assistant

BC:dlp
Att:

APPENDIX D

Retailer Interview Guide

RETAILER INTERVIEW GUIDE Date ____________

STORE NAME ____________

ADDRESS ____________

PHONE NUMBER ____________ STORE REPRESENTATIVE ____________

TYPE OF STORE ____________

How do you sell carpets? By sample ☐ By the roll ☐

Does your store support the CCI performance labelling program? Yes ☐ No ☐

Explain how ____________

Does the store have any identification of the program? Yes ☐ No ☐

Explain ____________

Do you have the CCI brochures explaining the program readily available to consumers?
Yes ☐ No ☐

Approximately what proportion of the carpet samples in the store bear the CCI label?
________ %

How else do you label or classify samples? ____________

If the consumer is unaware of the CCI label when they come in, do you point it out?
Yes ☐ No ☐

Do you think consumers use the CCI label as a guide as they look at carpet samples?
Usually ☐ Sometimes ☐ Seldom ☐

Do you find the CCI labels helpful? Yes ☐ Somewhat ☐ No ☐

Do you use it as a selling tool? Yes ☐ No ☐

Comments ____________

What changes would you suggest to make the CCI label more effective? ____________

Interview Comments:

APPENDIX E

Letter of Introduction for Consumer and Carpet Information Record - Forms A and B

FORM A

FACULTY OF HOME ECONOMICS
THE UNIVERSITY OF ALBERTA • EDMONTON, CANADA • T6G 2M8
403 • 432 • 3824

Dear Carpet Consumer:

As a consumer who has just purchased carpeting for your home, your participation in our research project would be very much appreciated. We are studying how consumers make decisions about carpets and are especially interested in your opinion about the information that was available to you at the time of your purchase.

In appreciation for your cooperation, your name will be entered in a draw for a $100.00 cash prize. If you agree, your participation would include a brief telephone interview (approximately two minutes) in a few days' time, followed by a short questionnaire which will be delivered to your home and picked up two days later. Please be assured that all information will be confidential. Your name in no way will be associated with our data, as only group data will be used.

This study is being carried out as the thesis requirement for a graduate degree in Home Economics, and is supported by the Canadian Carpet Institute. Your participation would be greatly appreciated. We will be contacting you by telephone in a few days time to determine your willingness to participate.

Sincerely,

Betty Crown

Betty Crown, Ph.D.
Associate Professor and Chairperson
Clothing and Textiles Department

Linda Hartman

Linda Hartman
M.Sc. Candidate and Research Assistant

BC/ka
Att:

Customer Information:

Name ______________________________

Address ______________________________

____

Phone No. ______________

- -

CARPET INFORMATION RECORD

Date of Carpet Purchase ______________

Expected Date of Installation ______________

For What Room(s) Was Carpet Bought? ______________

____

Type of Carpet: Manufacturer ______________

Color ______________

Style ______________ No. ______________

Fiber ______________ Brand (if any) ______________

Is CCI label attached to carpet sample? Yes ☐ No ☐

Quantity Purchased ______________ Sq. Meters

Price Per Sq. Meter $ ______________

Total Purchase Price (including carpet, underlay and installation):

$ ______________

- -

Retailer ______________________________

Address ______________________________

____

FORM B

FACULTY OF HOME ECONOMICS
THE UNIVERSITY OF ALBERTA • EDMONTON, CANADA • T6G 2M8
403 • 432 • 3824

Dear Carpet Consumer:

As a consumer who has just purchased carpeting for your home, your participation in our research project would be very much appreciated. We are studying how consumers make decisions about carpets and are especially interested in your opinion about the information that was available to you at the time of your purchase.

In appreciation for your cooperation, your name will be entered in a draw for a $100.00 cash prize. If you agree to participate some information about the carpet you purchased will be given us by the retailer (see attached page). In addition, your participation would include a brief telephone interview (approximately two minutes) in a few days' time, followed by a short questionnaire which will be delivered to your home and picked up two days later. Please be assured that all information will be confidential. Your name in no way will be associated with our data, as only group data will be used.

This study is being carried out as the thesis requirement for a graduate degree in Home Economics, and is sponsored partly by the Canadian Carpet Institute. Your participation would be greatly appreciated. Please indicate your willingness to participate by completing the top portion of the attached page.

Sincerely,

Betty Crown

Betty Crown, Ph.D.
Associate Professor and Chairperson
Clothing and Textiles Department

Linda Hartman

Linda Hartman
M.Sc. Candidate and Research Assistant

BC:dlp
Att:

YES, I am willing to participate in the research project on carpet purchasing.

Name ______________________________

Address ______________________________

____

Phone No. ______________

CARPET INFORMATION RECORD

Date of Carpet Purchase ______________

Expected Date of Installation ______________

For What Room(s) Was Carpet Bought? ______________
(List largest room first) ______________

Type of Carpet: Manufacturer ______________

Color ______________

Style ______________ No. ______________

Fiber ______________ Brand (if any) ______________

Is CCI label attached to carpet sample? Yes ☐ No ☐

Quantity Purchased ______________ sq. meter

Price Per Sq. Meter $ ______________

Total Purchase Price (including carpet, underlay and installation:

$ ______________

Retailer ______________________________

Address ______________________________

____

APPENDIX F

Initial Telephone Interview - Forms A and B

FORM A

INITIAL TELEPHONE INTERVIEW

Hello ______________________________

This is ______________________________ from the University of Alberta speaking.

I am calling regarding your recent purchase of carpeting from ____________________ ______________________________.

Am I speaking to the person most involved in this purchase?

If not "Could I please speak to that person?" (Pause; repeat above)

When you purchased the carpet you should have received a letter from Dr. Crown and myself about a research project we are doing for the Canadian Carpet Institute. As indicated in the letter, I would like to ask you a few questions now about your carpet purchase. I would then like to deliver to your home a short questionnaire to be filled in by you. All information collected will be confidential.

I would like to remind you that if you participate, your name will be entered in a draw for a $100.00 cash prize. Are you willing to participate?

1. I understand that the carpet you bought was for your ____________________ (name of) room(s).

   Is this correct? Yes ________ No ________

2. May I confirm that the carpet is

   (a) ____________________ (type) and

   (b) ____________________ (colour).

3. How much traffic would you say this part of your home receives?

   (i) light ________ (ii) medium ________ (iii) heavy ________

4. How well do you expect this carpet to withstand the traffic in that (those) room(s) and still look good:

   (i) fairly well ________ (ii) quite well ________ (iii) very well ________

5. (IF NECESSARY)
   Approximately what was the total installed cost of the carpet, underlay and installation? $ ________

- -

Thank you very much for your cooperation. I would like to bring you the questionnaire on ____________________ at approximately ____________________ if that is convenient.

Yes ________

No (other time) ________

I will pick it up two days later on ____________________. Thank you.

FORM B

INITIAL TELEPHONE INTERVIEW

Hello ______________________________

This is ______________________________ from the University of Alberta speaking.

I am calling regarding your recent purchase of carpeting from ____________________ ______________________________.

Am I speaking to the person most involved in this purchase?

If not "Could I please speak to that person? " (Pause; repeat above)

When you purchased the carpet you should have received a letter from Dr. Crown and myself at the University of Alberta about a research project we are doing for the Canadian Carpet Institute. You indicated that you are willing to participate, so could I please have about one minute of your time now to answer a few questions?

1. I understand that the carpet you bought was for your ____________________ (name of) room(s).

   Is this correct? Yes ______ No ______

2. May I confirm that the carpet is

   (a) ____________________ (type) and

   (b) ____________________ (colour).

3. How much traffic would you say this part of your home receives?

   (i) light ______ (ii) medium ______ (iii) heavy ______

4. How well do you expect this carpet to withstand the traffic in that (those) room(s) and still look good:

   (i) fairly well ______ (ii) quite well ______ (iii) very well ______

5. (IF NECESSARY)
   Approximately what was the total installed cost of the carpet, underlay and installation? $ __________

Thank you very much for your cooperation. I would like to bring you the questionnaire on ____________________ at approximately ____________________ if that is convenient.

Yes ________

No (other time) ________

I will pick it up two days later on ____________________. Thank you.

APPENDIX G

Letter to Accompany Questionnaire and Prize Details

403 · 432 · 3824

FACULTY OF HOME ECONOMICS
THE UNIVERSITY OF ALBERTA · EDMONTON, CANADA · T6G 2M8

Dear

Thank you very much for agreeing to participate in our research project. You can help us now by taking a few minutes to complete the enclosed questionnaire. Please note that the questions should be answered by the person most involved in the carpet purchase, although he or she may ask for the help of other members of the household who were also involved in the actual purchase. We wish to remind you that all responses will be treated confidentially.

This study is being carried out as the thesis requirement for a graduate degree in Home Economics and is sponsored in part by the Canadian Carpet Institute. We hope that it will help to show what improvements, if any, could be made to the information sources available to carpet consumers and in this way should make future carpet purchases easier.

Please insert the completed questionnaire into the envelope provided. We will pick it up on or shortly thereafter, after phoning you first to confirm a convenient time.

If you wish your name to be included in a draw for a $100.00 cash prize, please complete the next page and give it to us separately.

Thank you once again for your participation - it is greatly appreciated.

Sincerely,

Betty Crown   Linda Hartman

Betty Crown, Ph.D.
Associate Professor and Chairperson
Clothing and Textiles Department

Linda Hartman
M.Sc. Candidate and Research Assistant

BC:dlp
Enclosures

DETAILS OF CASH PRIZE

You will have a chance to win a $100.00 cash prize if you complete the attached questionnaire.

One name will be drawn from among all the people who complete this questionnaire. The winner will be notified by phone or letter. If you wish, you may have the prize donated to a charitable organization of your choice.

To be sure you are included in the $100.00 cash prize, please fill in the information at the bottom of this page and give it to us separately when we pick up your questionnaire. (This assures that your name is not included on the questionnaire response pages.)

NAME ______________________________

ADDRESS ______________________________

____

____

PHONE NO. ______________________________

APPENDIX H

Self-Administered Questionnaire

Please do not write in this space.

SELF-ADMINISTERED QUESTIONNAIRE

INSTRUCTIONS:

The questions that follow refer to your most recent carpet purchase from a store in Edmonton. These questions should be answered by the person most involved in the purchase of this carpet. However, he or she may ask for the assistance from other members of the household who were also involved in the actual purchase. Please answer the questions in the order presented. We are very interested in knowing exactly what you think and feel about your purchase of carpet. There are no right or wrong answers. We appreciate your cooperation.

PLEASE INDICATE WHO IS COMPLETING THIS QUESTIONNAIRE.

Wife alone ______ Husband alone ______ Both husband and wife ______

Single ______ Two or more single persons ______

6

1. (a) There are many features you may have considered when buying this carpet (for example, store, price, brand, colour, fibre, appearance, durability, style, cleaning, etc.). Please list below the features you considered while purchasing this carpet.

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________
5. ______________________________
6. ______________________________

(b) From the list above, which were the two features most important in determining your final choice of carpet?

Most important feature ______________________________

2nd most important feature ______________________________

2. (a) How long had you been looking for this new carpet before you made the purchase?

____

(b) We are interested in the stores you visited while shopping for this carpet. What stores did you visit - and how many visits did you make to each place? (Please include the store you bought from in your list.)

NAME OF STORE	NUMBER OF VISITS TO STORE
1. ______________________	______________
2. ______________________	______________
3. ______________________	______________
4. ______________________	______________
5. ______________________	______________
6. ______________________	______________

(c) How many other carpets did you seriously consider buying before you decided on this particular one?

____

28

3. (a) We are interested in learning about the people and places you got information from when you were shopping for this carpet. From the following list of people, places and various media, please indicate where you got the information from, and if this information helped you make your purchase decision.

Did you get any information from:			If YES, did this information help you make your purchase decision?			
	YES	NO	YES	NO		
1. Carpet sales people?	___	___	___	___	29	30
2. Friends or relatives?	___	___	___	___	___	___
3. Ads in newspapers or magazines?	___	___	___	___	___	___
4. Ads on T.V. or radio?	___	___	___	___	___	___
5. Articles about carpets or rugs in newspapers or magazines?	___	___	___	___	___	___
6. Booklets or pamphlets about carpets or rugs?	___	___	___	___	___	___
7. Labels or tags attached to carpets or rugs?	___	___	___	___	___	___
8. Government agencies (e.g. Consumer Affairs or Agriculture)?	___	___	___	___	___	___
9. Other places (please specify)? ______________________			___	___	___	___

(b) All in all, what information source(s) did you find most useful? List UP TO THREE and rank in order of usefulness.

1. Most useful ______________________________ ___
2. 2nd most useful ______________________________ ___
3. 3rd most useful ______________________________ ___

49

NOTE: Some of the following questions can be answered by circling any number from 1 to 5. Please circle only one number that comes closest to how you felt or thought at the time. For example, for the first question you could circle ① if you were "Not Satisfied at all" with the information available. You would circle ⑤ if you were "Very Satisfied". Similarly you could circle ② ③ or ④ if you felt the information available was something more than "Not Satisfied at all" but something less than "Very Satisfied".

4. How satisfied are you with the information you had available to you when making your purchase decision?

Not Satisfied at all				Very Satisfied
1	2	3	4	5

__ 50

PLEASE TELL US NOW ABOUT OTHER CARPETS YOU HAVE OWNED.

5. (a) Did you have a carpet or rug in this part of your house before you bought your new one?

No ______ If NO, please go to question 5(d) below.

Yes ______ If YES, please continue. __

(b) How satisfied were you with the performance or service you got out of this old carpet or rug?

Very Dissatisfied				Very Satisfied
1	2	3	4	5

__

(c) Is the new carpet the same type as the old one?

Yes ______ No ______ __

(d) How many new carpet and rug purchases have you made in the past ten years, including your most recent purchase?

____________________ __

(e) Not including your most recent carpet or rug purchase, when did you last buy a carpet or rug?

Year __________

Never bought one before _________ __

PLEASE THINK AGAIN ABOUT YOUR MOST RECENT CARPET PURCHASE.

6. In looking for carpets what types of labels did you notice on the carpet samples that you looked at?

1. Manufacturer's Label: Yes _____ No _____ Don't Know _____ __
2. Retailer's Label: Yes _____ No _____ Don't Know _____ __
3. Canadian Carpet Institute's Label: Yes _____ No _____ Don't Know _____ __
4. Saw some labels but uncertain as to type: Yes _____ __ 59

7. What type(s) of information did you see on any of these labels and find particularly helpful?

1. Manufacturer's Label: ______________________________ ___ ___ 60 61

____

2. Retailer's Label: ______________________________ ___ ___

____

3. Canadian Carpet Institute's Label: ______________________________ ___

____

4. General: ______________________________ ___ ___

____

> If you checked YES to No. 3 in Question 6 (i.e. Canadian Carpet Institute Label, hereafter referred to as CCI label), please answer questions 8 to 18 below.
>
> If you checked NO, please proceed to question 19 below.

8. What do you think is the purpose of the CCI label?

______________________________ ___

____

9. Did you understand the information on the CCI label?

Not at all ______ Somewhat ______ Quite well ______ ___

Comments ______________________________

____

10. Did you find the CCI label was helpful in making your decision?

Not helpful at all — Very helpful

1 2 3 4 5 ___

11. Did the information on the CCI label affect your choice of carpet in any way?

Yes ______ No ______ Unsure ______ ___

12. Do you think that the CCI label contains sufficient information?

Not sufficient — Quite sufficient

1 2 3 4 5 ___

13. What other information should the Carpet Institute have included on their label?

______________________________ ___ 72

____

____

14. Did you see a Canadian Carpet Institute pamphlet explaining the information given on the CCI label?

Yes _____ No _____ Unsure _____

73

15. Did you find the CCI pamphlet helpful in making your decision?

Not helpful at all — Very helpful — Not Applicable

1 2 3 4 5 _____

16. Did the information in the CCI pamphlet affect your choice of carpet in any way?

Yes _____ No _____ Unsure _____

17. How much faith do you have in the information on the CCI label and/or pamphlet?

Little faith — A lot of faith

1 2 3 4 5

18. Did the carpet you have just bought have the CCI label on it?

Yes _____ No _____ Unsure _____

19. How many years do you expect the new carpet to last you?

________ years

PLEASE TELL US HOW YOU NOW FEEL ABOUT THIS NEW CARPET. ANSWER QUESTIONS 20 TO 22 ONLY IF THE CARPET HAS BEEN INSTALLED. PLEASE CIRCLE THE NUMBER THAT COMES CLOSEST TO HOW YOU FEEL.

20. How satisfied are you with this carpet?

Not satisfied at all — Very satisfied

1 2 3 4 5

Comments ____

21. How sure are you that you chose the best carpet for your needs?

Not sure at all — Very sure

1 2 3 4 5

80

Comments ____

22. How close is this carpet to what you expected?

Not at all what I expected — Exactly what I expected

1 2 3 4 5

Card 2

4

23. Please read through each of the different statements listed below and on the following page, and circle the one number which best describes the extent to which you 'agree' or 'disagree' with each statement.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	
I think I have more self-confidence than most people.	1	2	3	4	5	5
My friends or neighbours often come to me for advice.	1	2	3	4	5	
I would rather spend a quiet evening at home than go out to a party.	1	2	3	4	5	
I must admit I really don't like household chores.	1	2	3	4	5	
I shop a lot for "specials".	1	2	3	4	5	
I often seek out the advice of my friends regarding which brand to buy.	1	2	3	4	5	
I don't like to see children's toys lying about.	1	2	3	4	5	
I buy well-known brands because I'm convinced they are better quality products.	1	2	3	4	5	
I have old fashioned tastes and habits.	1	2	3	4	5	
I sometimes influence what my friends buy.	1	2	3	4	5	
I like to entertain in my own house.	1	2	3	4	5	
I find myself checking the prices in the grocery store even for small items.	1	2	3	4	5	
I spend a lot of time talking with my friends about products and brands.	1	2	3	4	5	
I usually keep my house very neat and clean.	1	2	3	4	5	
I am more independent than most people.	1	2	3	4	5	
I'd rather be more comfortable and less stylish than the other way around.	1	2	3	4	5	
Antiques add a nice touch to any home.	1	2	3	4	5	
More expensive stores make me feel uncomfortable.	1	2	3	4	5	
I find cleaning my house an unpleasant task.	1	2	3	4	5	
People come to me more often than I go to them for information about brands.	1	2	3	4	5	24

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	
I like to have the latest styles and colours in my home.	1	2	3	4	5	24
I sometimes worry that something I buy will turn out to be a mistake.	1	2	3	4	5	
I like parties where there is lots of music and talk.	1	2	3	4	5	
I usually watch the advertisements for announcements of sales.	1	2	3	4	5	
My neighbours or friends usually give me good advice on what brands to buy in the grocery store.	1	2	3	4	5	
I am uncomfortable when my house is not completely clean.	1	2	3	4	5	
I think I have a lot of personal ability.	1	2	3	4	5	
I would like to redecorate my home often.	1	2	3	4	5	
I would rather go to a sporting event than a dance.	1	2	3	4	5	
Accessories are an important part of today's look.	1	2	3	4	5	
A person can save a lot of money by shopping around for bargains.	1	2	3	4	5	
I appreciate the advice of sales people when I shop.	1	2	3	4	5	
I prefer a simple, classic look to a more fancy or detailed style.	1	2	3	4	5	
Our days seem to follow a definite routine such as eating meals at a regular time, etc.	1	2	3	4	5	
I like to be considered a leader.	1	2	3	4	5	
When I'm shopping I look for practical rather than fashionable items.	1	2	3	4	5	
I enjoy most forms of housework.	1	2	3	4	5	
I always look at the label to find out what an item is made of before I buy it.	1	2	3	4	5	
My idea of housekeeping is "once over lightly".	1	2	3	4	5	43

THE FOLLOWING QUESTIONS ARE FOR STATISTICAL PURPOSES ONLY, TO HELP IN ANALYZING THE SURVEY RESULTS. PLEASE NOTE THAT ALL INFORMATION IS CONFIDENTIAL.

			RESPONDENT 1 (Main purchaser)	RESPONDENT 2 (If applicable)	
24.	Sex:	Male	____	____	___ ___
		Female	____	____	44 45
25.	Age:	24 and under	____	____	
		25-34	____	____	
		35-44	____	____	___ ___
		45-54	____	____	
		55-64	____	____	
		65 and over	____	____	
26.	Highest level of education:				
		some or all elementary school	____	____	
		some or all secondary school	____	____	
		some or all trade or technical school	____	____	___ ___
		some college or university	____	____	
		university degree(s)	____	____	

27. Occupation (please describe)

Respondent 1 ______________________________

Respondent 2 ______________________________ ___ ___

28. What is your TOTAL yearly family income, before taxes?

under $9,999 a year	____	$25,000 to $29,999	____
$10,000 to $14,999	____	$30,000 to $39,999	____
$15,000 to $19,999	____	$40,000 to $49,999	____
$20,000 to $24,999	____	$50,000 and over	____

___

29. (a) Do you have any children? Yes ____ please continue
No ____ please go to Question No. 30. ___

(b) If yes, how many? 1 ___ , 2 ___ , 3 ___ , 4 or more ___ ___

(c) How many children are currently living at home? ____ ___

30. How many adults live in your home? ____ ___

31. Do you own or rent your home? Own ____ Rent ____ ___

32. How many times have you moved in the past ten years? ____ ___

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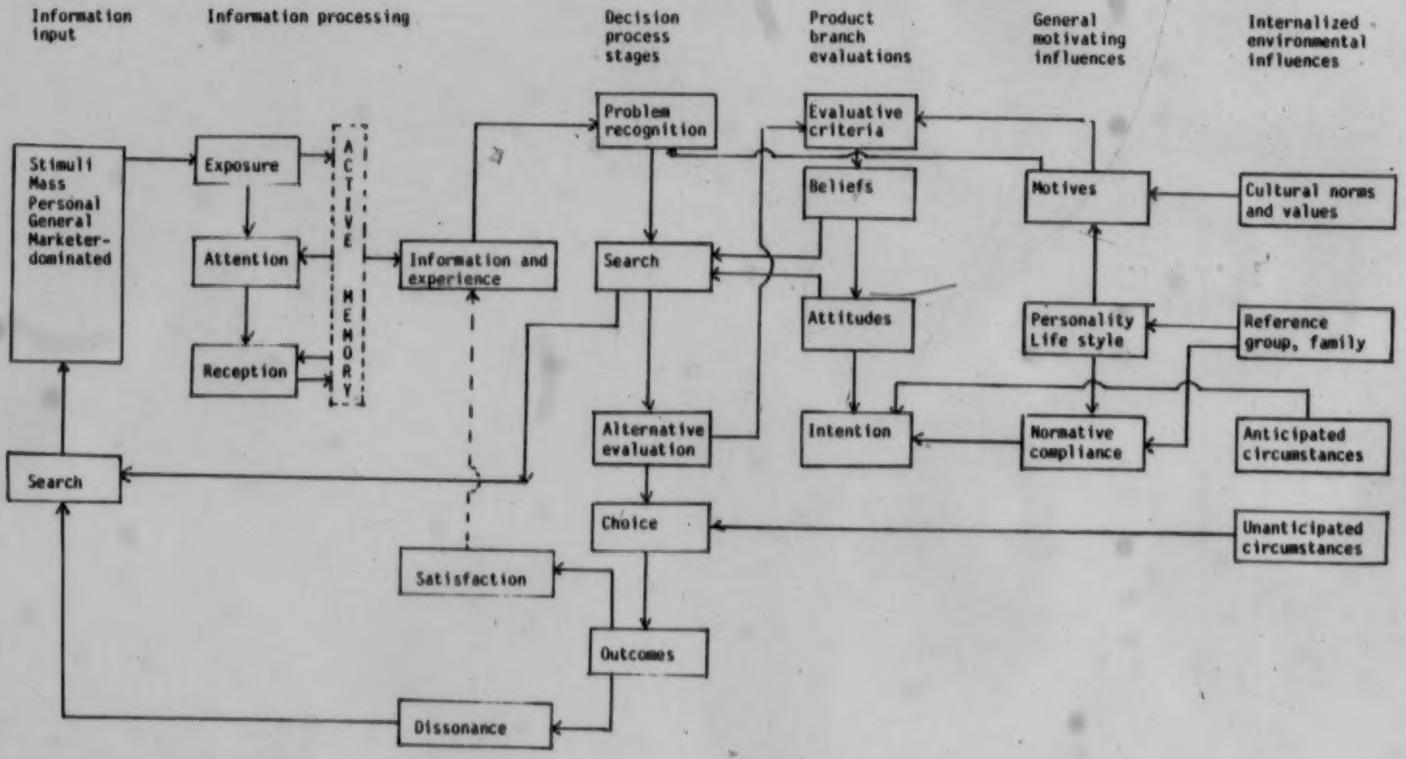
THANK YOU. YOUR PARTICIPATION IN THIS PROJECT IS SINCERELY APPRECIATED.

APPENDIX J

Engel-Blackwell-Kollat (1978) Model of Consumer Behavior

Engel-Blackwell-Kollat Model of Consumer Behavior, 1978


Information input
Information processing
Decision process stages
Product branch evaluations
General motivating influences
Internalized environmental influences
Stimuli Mass Personal General Marketer-dominated
Search
Exposure
Attention
Reception
ACTIVE MEMORY
Information and experience
Satisfaction
Dissonance
Problem recognition
Search
Alternative evaluation
Choice
Outcomes
Evaluative criteria
Beliefs
Attitudes
Intention
Motives
Personality Life style
Normative compliance
Cultural norms and values
Reference group, family
Anticipated circumstances
Unanticipated circumstances

Source: Engel, J.F., Blackwell, R.D. & Kollat, D.T. Consumer Behavior (3rd ed.). Dryden Press, 1978.

APPENDIX K

Category Breakdown of Occupations

Category Breakdown of Occupations

Category 1: self-employed professionals
employed professionals
high-level management

Category 2: semi-professionals
technicians
middle management
supervisors

Category 3: foremen
skilled clerical, sales, service
skilled craffts and trades
semi-skilled clerical, sales, service
semi-skilled manual
unskilled manual
farm labourers
farmers
housewife
retired
student